

Observations from CES 2016: The Future of Digital Signage in Retail

By Jeff Hastings

Each January the technology world turns its attention to the CES tradeshow in Las Vegas. BrightSign was not there in an official capacity on the show floor, but to meet with partners and customers that we work with on a regular basis or may work with in the future. In many ways, the buzz from CES sets the tone for the technology industry for the upcoming year.

That was certainly the case at this year's CES. We watch CES closely because there is a lot of crossover between the consumer and commercial technology markets. Technology breakthroughs in the consumer space certainly influence the digital signage market.

Case in point, based on what we saw at CES, displays will continue to drive much of the evolution in the digital signage space. I expect this will hold especially true in retail. In the US, 2015 saw 4K displays featured in top-tier consumer brands' 4K TV wall installations in big-box retail locations across the country. Building on traditional 4K, 2016 will see a further improvement in screen quality with the emergence of High Dynamic Range (HDR) content, widening the gamut of on-screen colors and further narrowing the resolution gap between print and screen. This will open up many doors for designers, installers and integrators who want to utilize digital signage in retail settings in new and exciting ways.

As an interesting note in closing about key trends from this year's CES – there was a clear focus on high-brightness (1000+ nits) beginning to emerge in consumer TVs for the first time as a result of the introduction of HDR. In the commercial display market, high-brightness is standard and super-high brightness for outdoor and other specialized displays is a requirement. Now, for consumers, it is also highly desirable in order to see the very best 4K HDR picture quality at home.