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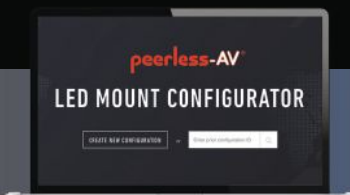
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BRAND ANALYSIS:

CI Readers' Preferred Digital Signage & Video Wall Brands

Which companies are recognized for integrators' embrace of their digital signage and video wall displays, hardware and software?

By D. Craig MacCormack



IN OUR APRIL 2018 ISSUE, we took a Deep Dive into the digital signage market to explore the trend in more detail than we've done in the past, with more voices (yours, of course) adding to the conversation about what they were seeing, what they expected to see and what they hoped to see from that space.

As a result of the survey responses we received for the digital signage coverage, we were able to glean enough information to determine which brands reign supreme among our readers in six digital signage and video wall categories and have decided to share those findings with you here.

We're guessing you'll agree with some, disagree with some and likely learn something about the pro AV space, your competitors and your own business based on these survey results and we hope you'll use

them as a guide for your next digital signage or video wall products.

In most of the categories, we came away with some clear winners, but there were a few areas where a handful of manufacturers seem to be delivering just about the same level of satisfaction among those who answered our survey. That parity seems to present an opportunity for one or more of these companies to do more for their customers and figure out ways to add new ones in the next 12 months.

One caveat to these results for those of you who didn't take the survey or don't remember the way it was structured: In the Deep Dive, we asked you for your top three brands one at a time in each of the categories. For the purposes of this exercise, we eliminated the rankings and tallied all results equally. In other words, whether someone named Apple their first-, second-



We got 152 responses for the top three digital signage display brands and Samsung led the way with 40 votes.

or third-favorite brand, each mention of Apple counts as one vote in our results.

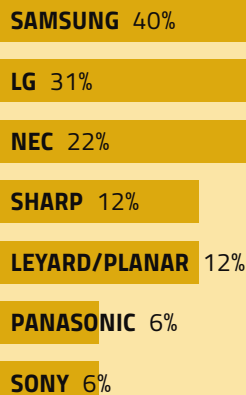
Samsung, BrightSign Stand Out Among Digital Signage Brands

The digital signage displays category generated some strong feelings for a handful of brands at the top of the rankings, with several others sprinkled in with a vote or two to round things out. All told, we got 152 responses for the top three digital signage display brands and Samsung led the way with 40 votes.

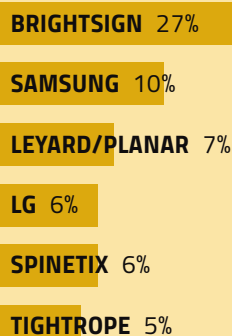
LG was the second-most popular choice for digital signage displays among our readers with 31 votes, followed by NEC [22 votes], Sharp [12 votes] and Leyard and Planar, which combined for 12 mentions for the gold, silver or bronze medals. Panasonic and Sony each earned six votes.

Perhaps surprising among the results,

DIGITAL SIGNAGE DISPLAYS

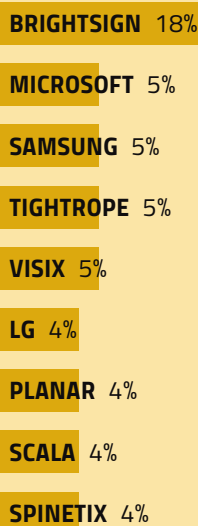


DIGITAL SIGNAGE HARDWARE



Samsung is the most popular brand for digital signage displays among *CI* readers while BrightSign earned top honors for both digital signage hardware and software.

DIGITAL SIGNAGE SOFTWARE



Among the 133 responses for digital signage hardware, BrightSign emerged as the clear winner with 27 total mentions.

given how ubiquitous projects involving Daktronics are in large venues in particular, was that the large-format display company only garnered one vote in each of the three digital signage categories [sorry to spoil the drama for the hardware and software winners].

Among the 133 responses for digital signage hardware, BrightSign emerged as the clear winner with 27 total mentions for first, second or third place. Samsung was the only other brand to crack double-digits for digital signage hardware with 10, followed by Leyard and Planar, which combined for seven votes, LG and

Spinetix [six mentions each] and Tightrope [five].

BrightSign was again dominant among our survey respondents when it came to digital signage software, securing 18 votes to lead the way among the 120 total responses, making the company the clear choice among *CI* readers for the majority of its digital signage needs.

That's probably not a surprise given how well the company does every year in the *CI* BEST Awards and TNT Awards programs, but it's nice validation for Jeff Hastings and his team, to be sure.

Microsoft, Samsung, Tightrope and

Visix all finished a distant second to BrightSign among the digital signage software brands with five votes each, followed by LG, Planar, Scala and Spinetix with four each.

Samsung Dominates for Video Walls

While BrightSign led the way in two of the three digital signage categories, Samsung did the same on the video wall side — and, as a bonus, came up only one vote short of a clean sweep of all three video wall categories among *CI* Deep Dive survey respondents.

Among 147 total replies for video wall displays, Samsung led the way with



PHOTO COURTESY OF ISTOCK.COM/FOTOTRAY

VIDEO WALL DISPLAYS

SAMSUNG 30%

LEYARD/PLANAR 23%

LG 23%

NEC 23%

CHRISTIE 8%

PANASONIC 5%

SHARP 5%

Samsung came within one vote of sweeping the video wall categories among *CI* readers, leading the way in displays and hardware and falling one vote short in the software category behind Planar.

VIDEO WALL HARDWARE

SAMSUNG 11%

CHIEF 10%

PLANAR 10%

CHRISTIE 8%

CRESTRON 6%

LG 6%

NEC 6%

PEERLESS 6%

VIDEO WALL SOFTWARE

PLANAR 8%

CRESTRON 7%

SAMSUNG 7%

CHRISTIE 5%

EXTRON 5%

LG 5%

RGB SPECTRUM 5%

30 votes, topping the combined power of Leyard and Planar, which earned a total of 23 votes. That total tied LG and NEC, each of which also tallied 23 first-, second- or third-place nods among our readers for their favorite brands to use for video wall displays.

Christie was next with eight votes, followed by five votes each for Panasonic and Sharp.

Samsung had to eke out a victory in the most competitive of all six categories but still emerged as the most preferred video wall hardware brand among the 138 replies we got in the survey. Samsung picked up

11 votes, followed by Chief and Planar with 10 votes each, Christie with eight votes and Crestron, LG, NEC and Peerless-AV, with six votes each.

Samsung wasn't able to pull off the hat trick in the video wall software category, but only finished one vote shy of earning the Triple Crown among *CI* readers. Planar earned eight votes among 115 responses, followed by Crestron and Samsung with seven votes each. The fact that no brand earned even 10 votes in this category perhaps should tell companies how many choices there are out there for video wall software and that there's a real chance to dominate in a space

that's so spread out and seemingly even.

Christie, Extron, LG and RGB Spectrum rounded out the video wall software category with five mentions apiece.

What do you think of the results? Do they follow the way you would've selected [or did select]? What do you think it says that a couple of companies were clearly dominant in several of the categories but at least one of them had no clear winner? Will these results change anything about how you do business?

Congratulations to all our winners. Look for more industry insights like these based on future Deep Dives. **CI**