

Digital Signage Expo reaches new dimensions



The 2015 Digital Signage Expo (DSE), which took place in March in Las Vegas, Nev., set a new record with approximately 4,100 visitors and 1,940 exhibiting personnel, for a total of more than 6,000 attendees.

“When we opened the exhibit hall on Wednesday, March 11, attendees streamed in for more than 20 minutes, generating an energy on the trade show floor that lasted late into Thursday afternoon,” says Chris Gibbs, president and chief operating officer (COO) of **ExpoNation**, which produces DSE each year.

The size of the exhibit hall also set a new record at more than 7,711 m² (83,000 sf), the largest in the industry show’s

11-year history. Among more than 200 exhibiting companies, 65 per cent were first-timers, including tech giant **Google**. Visitors arrived from 60 countries, with organized delegations from Mexico and Brazil.

“These numbers tell a good story,” says Lyle Bunn, a digital signage consultant in Brighton, Ont. “Based on employment estimates in the sector, about 10 per cent of the digital place-based media industry’s entire workforce attended DSE this year.”

Further, more than 42 per cent of show visitors were digital signage ‘end users.’ According to exhibitors’ reports, these included many high-level decision makers.

“DSE keeps me busy the rest of the year following up with dealers, distributors and consultants, but the ‘holy grail’ of the show is end users,” says Brian McClimans, vice-president (VP) of business development for **Peerless-AV**, which manufactures display mounts, kiosks, enclosures, racks and other digital signage hardware.

Beyond the trade show floor, some 600 visitors attended conference sessions, including pre- and post-show education, tours, seminars and round-table discussions. Some of these were standing room only, including a presentation by commercial audiovisual (AV) system integrator **Multi-Media Solutions** CEO Mike White titled, ‘Why Projects Fail.’

The next DSE is scheduled for March 15-18, 2016, with access to the exhibit hall on March 16-17. It will again take place at the **Las Vegas Convention Center**.

Backlit feature wall illuminates Toronto décor centre

Toronto-based architectural fabrication firm **Eventscape** engineered and installed a 7.6 x 3-m (25 x 10-ft) backlit feature wall for the reception lobby of housing developer **Great Gulf’s** local ‘design studio’ centre.

Designed by Toronto-based **Figure3**, which specializes in interior décor, the wall was built by sandblasting a black mirror to create a damask pattern and then mounting it on steel support frames. One of the challenges was controlling light at the intersecting angles of the wall’s panels; this was achieved with a narrow, low-profile, light-blocking gasket that did not interfere with the pattern. The entire assembly weighs 907 kg (2,000 lb).

Powdercoated hollow structural section (HSS) steel was used for the sub-frame, with brake-formed edge returns. The upper panels are backlit with light-emitting diodes (LEDs) mounted on a medium-density fibreboard (MDF) backer and hung on the frame with 14-gauge steel cleats.

