



EXPERIENCE. ENGAGE. EVOLVE.

MARCH 28-31, 2017 ■ LAS VEGAS CONVENTION CENTER

Expo News

THE OFFICIAL SHOW DAILY FROM THE PUBLISHERS OF **Digital Signage** magazine

EXHIBIT HALL HOURS
WEDNESDAY, MARCH 29
10 A.M. - 5 P.M.
THURSDAY, MARCH 30
10 A.M. - 5 P.M.

Experience. Engage. Evolve.

BY ANDREA VARRONE, SHOW DIRECTOR



Welcome to Digital Signage Expo (DSE), the largest and longest-running event dedicated to digital displays, interactive

technology and digital communications networks. DSE 2017 is poised to be our largest event to date. Among our exhibitors are 38 from international markets, and over 40 who are exhibiting for the first time. We send a big thank you to all our sponsors and exhibitors who have supported DSE through this, our 14th event.

We appreciate you being here for the experience only DSE can offer:

THE NEW AND THE NETWORKING

In addition to experiencing this year's packed exhibit floor of more

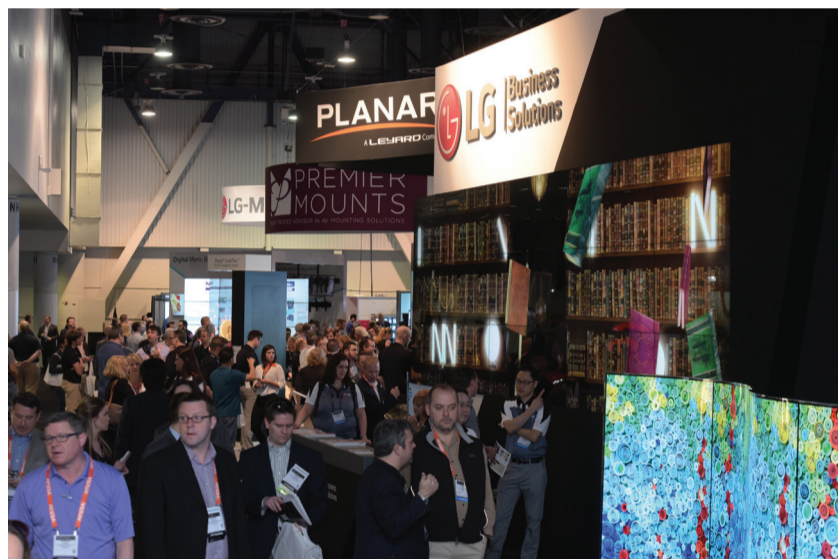
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Scaling New Display Heights at DSE 2017

BY DAVID KEENE

The LCD flat panel enjoys good market share in the digital signage world, but at DSE 2017, we'll see so many variations on "flat panels" and video walls it will be hard to keep up. But keep up we will. We'll see new generation LCD panels. Direct View LED is on the upswing in 2017. OLED is making its mark. And there are more and different ways to build a better video wall, with super narrow bezel LCD panels and better image processing tools.

New generation LCD panels, improved and more affordable, will be out in force. With large screen flat panels at sizes that bring a new tool to the AV integrator and digital signage end user (98 inch and maybe beyond). 4K flat panel displays, and tiled-display video walls with super narrow bezels now bring higher resolution and more format options to any application. And we'll see more digital displays with interactive features. Whether for wayfinding screens on corporate or educational campuses, meeting collaboration displays, or in-



DSE 2017 is featuring a dazzling array of variations on 'flat panel' displays and video walls of all sizes

teractive displays in retail shops and airports or other transportation hubs, users now need touch-screens for more applications. For more outdoor applications, some display suppliers at DSE will show product that can be used outside without using additional enclosures, are UL rated, IP rated, and with the screen

coating technology to protect against weather hot or cold or anywhere in-between. Look for new generation commercial grade LCD flat panels from LG, Samsung, Sharp, Planar/Leyard, Philips, Zytronic and a few more.

We'll see Direct-View LED with finer

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Learning & Networking Agenda Adds Punch to the Expo Experience

BY DAVID KEENE

As Digital Signage Expo returns to the Las Vegas Convention Center with more than 200 exhibitors featuring technology and services including hardware, software, network, delivery and content from around the globe, it's easy to overlook some of the educational sessions that could give your DSE visit that extra punch. DSE offers the largest and most diversified digital signage and digital out-of-home educational program anywhere in the world, with more than 125 educators and the largest variety of educational opportunities, including a live installation tour and structured curriculum leading to professional recertification



DSE 2017 features pre- and post-show educational events, general conference seminars, as well as targeted industry roundtable discussion groups and free presentations staged in on-floor theaters.

in eight educational tracks. The 2017 program will be comprised of pre- and post-show educational events, general conference seminars, as well as targeted industry roundtable discussion groups and free presentations staged in on-floor theaters.

The official educational sessions--way too many to list here--cover every aspect of digital signage from hardware to software to business and marketing issues. Highlights of just a few fascinating sessions: How to Turn Any Surface Into an Advertising Opportunity; A Smoother Implementation: Understanding What Can and Can't be Done on Campus; Demystify-

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VIVTEK, BOOTH 1436 Vivitek Corporation, a brand of Delta, is launching the newest addition to the Vivitek NovoConnect family, the NovoDS4K digital signage solution. The NovoDS4K from Vivitek is a versatile digital signage solution featuring 36 signage templates and one customizable template with Ultra HD 4K. Designed with a complete user-friendly interface, the NovoDS allows users to generate signage content with text, photos, audio, video and online material, without the need of any programming skills. The NovoDS is equipped with a fully customizable configuration for a variety of settings, such as corporate messaging, signage, commercial spaces, educational facilities and public installations. With the NovoDS, users can display content directly from the built-in storage, microSD slot or USB flash drive and remotely export and update signage content via Ethernet or wireless connection.



VARRONE

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than 200 exhibitors, be sure to explore DSE's **New Product Showcase** that features nearly 40 product debuts. You'll also find unique technologies at our specialty pavilions: **Self-Service Show, Innovator Zone** and **Digital Content Show**, which also offers free workshops in the Digital Content Show Theater.

At DSE, you are part of the largest and most diverse audience of digital signage professionals assembled anywhere. It is a unique opportunity to engage with peers from some 20 industries around the world including retailing, restaurants, corporate, banking, healthcare, education and transportation. **New for 2017 is DSE Central Park** at the center of the show floor, where you can network with peers and enjoy free education at the Best Practices Workshop Theater.

Further networking opportunities are available at our complimentary **Cocktail Reception and 13th Annual APEX Awards Ceremony on Wednesday from 5-7 p.m.** in the Renaissance Las Vegas Hotel pool area and Ballroom. The APEX Awards recognize and celebrate creativity in both the development and deployment of technology, as well as originality in content applications. **Admission to both events is free with your show badge.**

EDUCATION

Each year DSE invites industry engagement through separate committees to oversee the development of each conference category and ensure that educational topics are always relevant and the programs substantive. That input enables our educational programming to change every year to meet the evolving needs of our industry. We are grateful to all of our committee members and education partners for the enormous amount of time spent to ensure DSE's education is the industry's best!

Our goal is to make DSE the most productive and inspiring event of your professional year and provide you the tools to help your business evolve.

Thank you for being here!

SCALING NEW DISPLAY HEIGHTS

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pixel pitch at DES—now available from a variety of manufacturers. What are the advantages of this technology for indoor digital signage? For outdoor digital signage? Are there other platform or performance details or idiosyncracies that you need to be aware of? We'll all find out in Las Vegas. Showing direct view, emissive displays, will be Samsung (showed its 1.1mm LED at first DSE 2016, then InfoComm 2016, and most recently at ISE in Amsterdam). Planar is now merged with Leyard. The Planar/Leyard DirectLight LED Video Wall System is a family of seamless, ultra-fine pitch direct view LED video walls. And there is also high res and/or flexible direct view LED from NEC, Barco, Daktronics, NanoLumens and Dynascan--and there will be more exhibitors with the technology at DSE.

Direct view LED displays can be heavier than other displays, so look at good quality direct view LED mounting systems from Premier Mounts, Peerless-AV, Crimson and other mounting solution companies (as well as mounting solutions from some, not all, of the screen manufacturers).

And let's not overlook OLED. Other display manufacturers have flirted with OLED, but LG is all-in with the stunning, high contrast display technology for the digital signage market. LG is going to be making even more announcements about OLED displays for digital signage at DSE in Las Vegas.

LEARNING AND NETWORKING AGENDA

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ing Programmatic OOH; State of the Digital Out-of-Home Media Industry 2017; Fundamentals of Fine Pitch Direct View LED Display Technology; How Laser Projection Technology is Impacting the Retail Market; LED vs. LCD: the Competitive Landscape of Visualization Technologies; and the list goes on.

As part of its Digital Signage General End Users Seminar Program, Digital Signage Expo 2017 will present a seminar entitled, "Best Practices for Outdoor Digital Signage." The Wednesday, March 29 session to be co-presented by Brian McClimans, Vice President of Global Business Development for Peerless-AV, and Rodney Ward, Senior Director of Venue Technology for International Speedway Corporation, will discuss the special considerations required for outdoor digital signage.

Of special interest are the all-day sessions and Summits, where attendees and presenters dive deep into key issues and applications: the Digital Signage Guided Installation Tour; the Digital Out-of-Home Strategy Summit; the Digital Signage Certified Expert (DSCE) Program (certification/training); the Digital Signage Display Expert (DSDE) Program (certification/training); the Digital Retail Forum: Analytic Applications That Transform Retail (Presented by Platt Retail Institute); and the SEG D Branded Environments: Design for Brand Centric Customer Experiences (presented by SEG D, this is all-new, full-day session on Tuesday and Wednesday, March 28, is presented by the Society for Experiential Graphic Design--SEG D).

And last but not least: for attendees staying through Friday March 31st, two key digital signage training/certification programs are available: Digital Signage Content and Media Expert (DCME) Program and the Digital Signage Network Expert (DSNE) Program.

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PUBLISHED BY

NEWBAY MEDIA L.L.C.

28 East 28th Street, 12th Floor

New York, NY 10016

Tel: 212.378.0400

Web: www.nbmedia.com



PRINTED IN U.S.A.