INNOVATION SPURS GROWTH OF DIGITAL SIGNAGE

A Rapidly Growing Marketplace

The digital signage market is expected to reach $27 billion by 2022.\(^1\) The growth of this market is being propelled by the increasing demand for digital signage in retail, hospitality, healthcare, real estate and countless other sectors. Advancements in technologies such as high-brightness 4k displays and dramatic improvements in content management and data analytics, along with advances in connectivity solutions are largely responsible for fueling this growth.

Driven by Customer Experience

Organizations of all types are employing live data feeds in digital signage networks to improve efficiency, drive profitability, showcase performance indicators and promote brand awareness. Digital signage has also become increasingly prevalent in campus settings to show upcoming event details, display venue directories, present way-finding maps and communicate emergency messaging. The applications are nearly as widespread as static signage. But, for the experience to be meaningful, the technology must deliver in real-time – and all of the time.

As digital signage becomes increasingly intelligent by utilizing smart content and dynamic interfaces, the integration of real-time data management into real-world applications will further stimulate growth. As such, successful implementations have never been more dependent upon rapid and reliable network connectivity. This is why choosing the right connectivity products for your customers today will future-proof their digital signage ecosystems for tomorrow.

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1. Markets and Markets Digital Signage Global Forecast to 2022 Report
A Connectivity Foundation for Business

Linksys connectivity solutions are playing a crucial role in enabling the successful build-out of many of these digital signage initiatives. Linksys has pioneered wired and wireless connectivity since its inception with its leading innovation and engineering strategies, and best-in-class technology, design and customer service. Linksys is an integral part of the digital signage marketplace with an array of cutting-edge connectivity products that serve as the foundation of these digital ecosystems. Linksys’ suite of business connectivity products span all the necessary components from enterprise PoE smart-switches, to business gigabit VPN routers, to behind-the-wall 4k display adapters. And, with the emergence of Linksys’ new MU-MIMO (multi-user, multiple-input, multiple-output) wireless technology, your customers’ wireless environments will perform just as well as if they were wired.

LINKSYS SWITCHES & ACCESS POINTS

Linksys Managed Business Gigabit Switches support your digital signage installations with video over IP capabilities. “P” SKUs give you the added benefit of Power over Ethernet (PoE).

- Linksys LGS552 52-Port Managed Business Gigabit Switch
- Linksys LGS552P 52-Port Managed Business Gigabit PoE+ Switch
- Linksys LGS528 28-Port Managed Business Gigabit Switch
- Linksys LGS528P 28-Port Managed Business Gigabit PoE+ Switch

Linksys Business Gigabit Smart Switches deliver the dependable performance and security you want with easy configuration and management.

- Linksys LGS326 26-Port Business Gigabit Smart Switch
- Linksys LGS326P 26-Port Business Gigabit Smart Switch PoE+

Linksys LAPAC2600 Business Pro Series Wireless-AC Dual-Band MU-MIMO Access Point
Delivers next-generation Wi-Fi MU-MIMO technology for high-density performance and maximum data rates up to 2.53 Gbps. easy configuration and management.

Linksys WUSB6400M AC1200 MU-MIMO USB Wi-Fi Adapter
Upgrades laptops and PCs to next-gen AC Wi-Fi, MU-MIMO.

CONTACT LINKSYS: Linksys.com/business | insidesales_us@linksys.com | 310-751-5700