

For Google, Digital Signage is Another Sandbox

Written by Bob Snyder
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At DSE 2014, Intel's Jose Avalos, director of digital signage, embedded and communications group, told an audience that—after the release of Google's newest Chromeboxes-- the search giant will be zeroing in on digital signage.

It's no big surprise that the Chromeboxes could be very inexpensive digital signage media players and the Chrome platform could make the back-end cheaper as well.

The trick for Chromebox is that cost is dropping lower and lower, now approaching \$150. With Chrome, one web-based management console can be used to push the content to the Chromeboxes so it can be shown on displays, which should help bring down the IT and support costs of digital signage networks.

Google thinks digital signage is a great solution for Chromebox because it is distributed by definition with central management of top importance. Google intends to keep adding capabilities to central management to make Chromebox an even better fit and make it easier to manage and distribute content to signs.

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