



**As preparations begin for InfoComm in Las Vegas, it comes back to mind that Hyundai IT was the official digital signage provider at InfoComm 2009 in Florida.**

You might see Hyundai IT more in IT events than in AV events, but make no mistake about how this Korean maker is committing itself to digital signage.

Hyundai showed its digital signage products exhibits to the public for the first time in Europe at last year's CeBIT. And at this year's CeBIT, their large stand was dedicated to all aspects of digital signage.

From case studies to kiosks to large displays to clever applications (including 3D content creation), Hyundai IT exhibited their end-to-end coverage of the DS market.

Our favorite was the ADSCALATOR, an industrial strength box with display screen that sets on any escalator to present messages to anyone going up or down the escalator.

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