

InfoComm Does Digital Signage in Bigger Way in 2013

Written by Bob Snyder
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InfoComm 2013 will devote more attention to digital signage at its annual event, June 8-14 in Orlando, Florida.

Digital signage is one of the most rapidly expanding fields in pro AV with applications in retail, corporate, hospitality, institutional markets and more.

So what will there be to see at InfoComm 2013 in digital signage?

The new InfoComm Executive Director and CEO David Labuskes, CTS, RCDD says “...InfoComm 2013 is the largest digital signage marketplace for institutional buyers and technology managers in retail, government, corporate and hospitality spaces.”

The **Digital Signage Pavilion** on the show floor will show innovative products from the manufacturers, best practices presentations and training.

The **Digital Signage Presentation Stage**, located in the pavilion, will feature case studies and strategic advice throughout the show.

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The **Digital Signage Content Creation Zone** will provide attendees the opportunity to get up close and personal with top content providers through demonstrations, as well as training.

Beyond the show floor, you'll find the **Digital Signage Training Sampler**, offered by InfoComm University, will offer 4 new courses to address challenges of visual messaging and digital signage, including

Dig

ital Signage in Universities

and

Technology Trends in Digital Signage

Before the show floor opens, *DisplaySearch* will be hosting the **Flat Panel Display Conference** at InfoComm. This day-long conference will focus on display-based solutions for vertical professional markets including supply chain trends, case studies, and the effect of mobile products.

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