



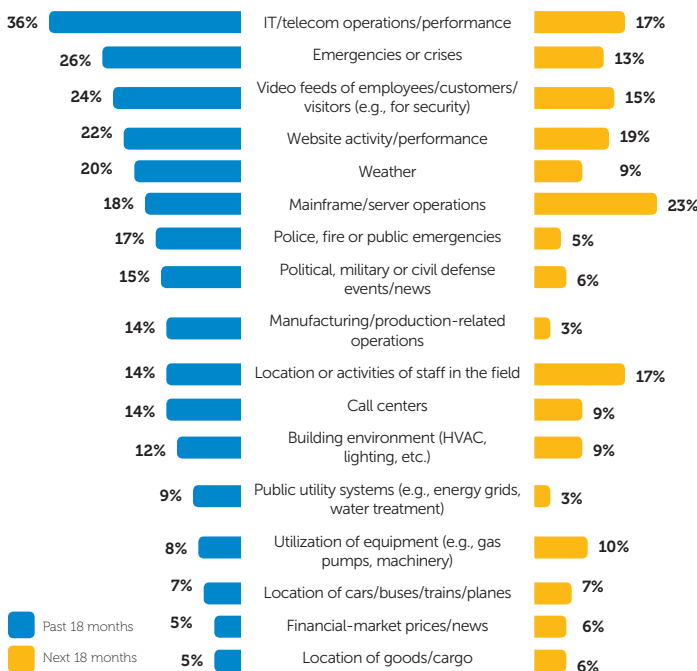
Fast Facts: Digital Signage in Command Centers

Ziff Davis Enterprise surveyed IT decision-makers who work in organizations that currently have a command center environment or are planning to have one in the next 18 months. These IT decision-makers were asked about how digital signage is being used in their command centers and their preferences around digital signage technology.

Current and planned activities monitored with command center displays

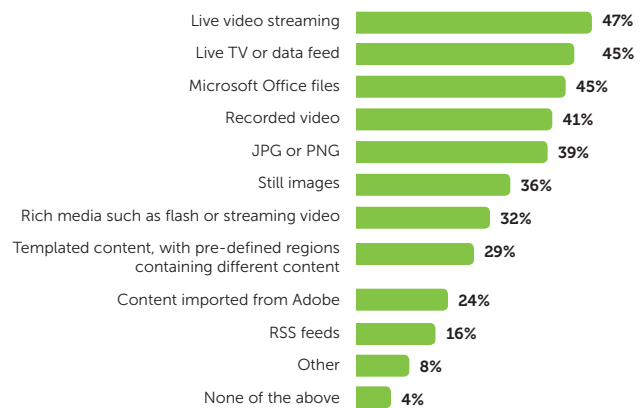
IT/website performance, emergency operations, and security predominate the activity types monitored. Overall, there is little change planned with respect to the types of activities being monitored in command center environments.

Figure 1: Activities monitored in command center environments, past 18 months vs. next 18 months



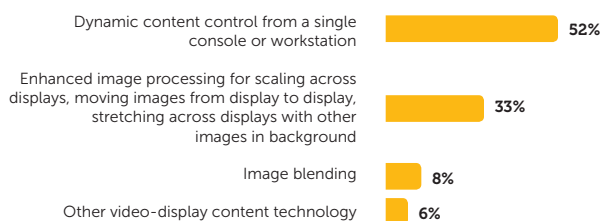
Command center display content is more likely to be video vs. static images.

Figure 2: Types of content shown on command center displays, currently or planned in the next 18 months



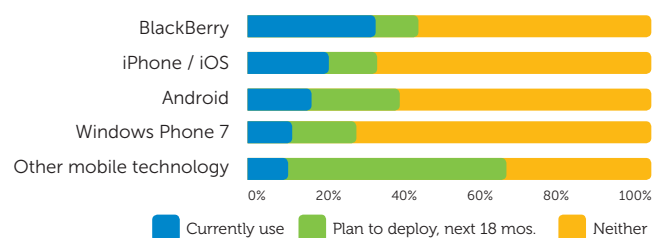
52% use a single console to control dynamic content; at the same time, (see Figure 4) 30% use mobile content-control technology.

Figure 3: Display content technologies currently used in command center environments



Blackberry is the most frequently used mobile content-control technology. But planned usage of Android technology is increasing.

Figure 4: Mobile content-control for command center displays *



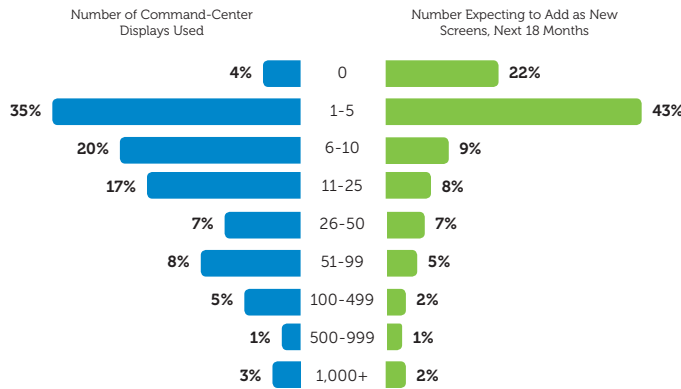
* For each mobile technology listed, survey respondents indicated whether currently in use or planned in the next 18 months.



Digital signage adoption trends

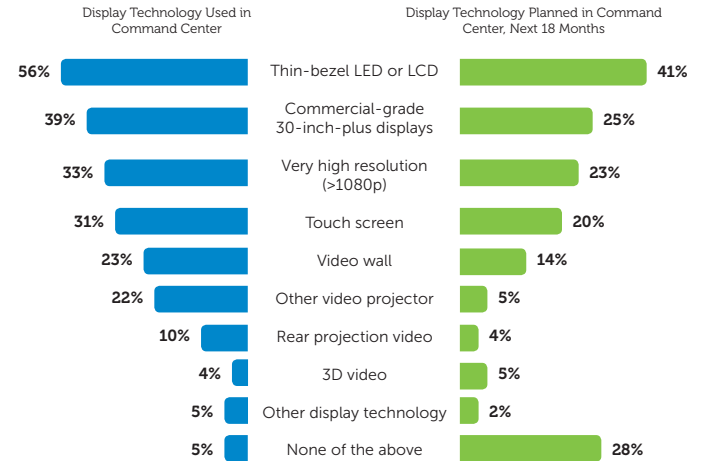
Almost a quarter of the organizations have 26 or more displays in their command centers, and 25% plan to add 11 or more displays in the next 18 months.

Figure 5: Number of displays in command center environments, current and planned acquisitions



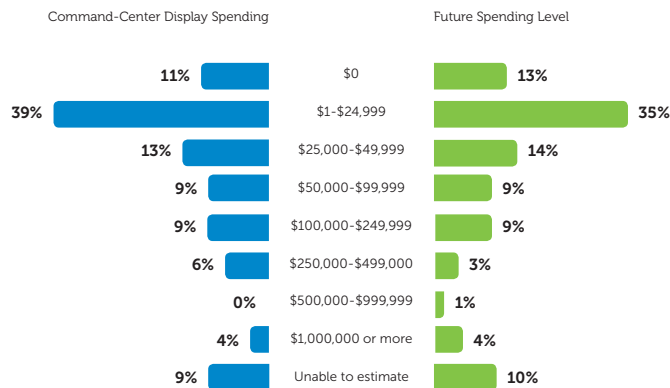
More than half—56%—use thin-bezel LED or LCD displays, and 41% indicated that they plan to install these displays in the next 18 months.

Figure 6: Percentage of organizations using these display technologies, currently and planned in the next 18 months



More than 75% plan to invest in command center digital display technology in the next 18 months. Planned spend levels in the next 18 months are comparable to those in the last 18 months.

Figure 7: Digital signage spending estimates, past 18 months vs. next 18 months

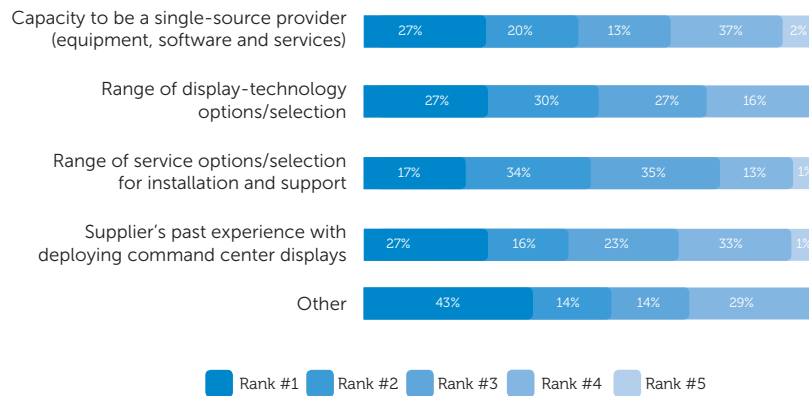




Things to consider when selecting a digital solution provider

60% of respondents prefer a single-source solution provider that can deliver hardware, software, and services. Organizations also prefer a provider who can supply a wide range of display and service options.

Figure 8: Provider characteristics ranked by importance



Dell simplifies digital signage by delivering the complete solution—hardware, software, and services—from one trusted, open-standard provider. We specialize in developing digital signage solutions that let you manage your communications at any level and change content at a moment's notice. **For more information, visit www.dell.com/digitalsignage.**

Dell partners with best-in-class display manufacturers Samsung and NEC to provide a choice of display features and capabilities.