

"I BELIEVE 2008 WILL BRING a greater focus on environmentally friendly products, such as solar panels that are easy to maintain, energy-efficient and cost-effective, without compromising quality. As in 2007, continued strength in national construction will mean continued strength for the sign industry. There will be a greater need to work with the government to influence bylaws, building codes and safety standards that will benefit both signmakers and the customers they serve." – **Boris Kaminsky, sales manager, Gregory Signs & Engraving**

"We see a strong re-emergence of digital media from a fabrication/business standpoint, as well as online and content. We see an increase in hospital, university and college marketing projects and requests for proposals (RFP) as well as a need for upgrades in the public transportation sector. Knowledge and great technical resources, as well as great design capability, will further foster the Canadian sign industry. We will, however, also see a stronger competitive environment." – **Edo Schifano, associate and senior designer, Gotschall+Schifano International**

According to *InfoSource*, the North American digital signage industry is in a state of growth and is entering the "mature period" when it will finally reap financial rewards.



40,000 new out-of-home signs and 11,000 or more signs on buses.

The outdoor market is smaller than indoor, but is growing more popular and has expanded with street furniture, airports and train and bus stations. The industry is especially excited with digital signage and the ability to change content easily, at any time.

Advances in technology mean digital displays have longer lives, reduced downtime and a better appearance outdoors, while becoming better able to survive

harsh weather. For example, optical bonding processes can improve the readability of displays. A chemical coating is combined with anti-reflection glass, which results in improved contrast and a significant reduction of ambient light reflections. Bonding also protects the display, improves glass retention, reduces condensation and fogging and traps any particles from getting inside.

These types of new technologies have eliminated many perceived problems with outdoor digital displays adding to their frequency of use.

#### **Audience measurement**

Sign operators need to continue potential clients their return on investment (ROI) will be satisfactory, which means accurately measuring customer reaction. Recently, several companies have found ways to count how many people look at a sign.