Although 4K display technology in the digital signage arena is in its relative infancy, it’s poised to take off. Here’s why:

### 4K is easy to deploy

- **4K has become the standard in consumer displays**, driving down costs over time. As the cost difference in a comparable 4K and 1080P 55" TV is almost negligible.

- **Display costs are falling**. Even though a commercial 4K display is higher than a 1080p display, that’s changing: 4K has become the standard in consumer displays, driving the cost down over time so that the cost difference in a comparable 4K and 1080P 55" TV is almost negligible.

- **Applications for 4K are nearly unlimited**. The biggest push for 4K signage is in retail applications, especially in jewelry stores and high-end clothing retailers. In wayfinding applications, 4K allows a high-resolution map to be loaded and "zoomed in" while still maintaining excellent image quality. Some 4K displays also allow for multiple 1080P signals to be displayed at the same time, allowing for a collaboration space where multiple displays are no longer needed.

- **4K helps cut through the clutter**. We’ve become so overloaded with technology around us that standard resolution signs have become like background noise. 4K allows for content that seems to pop off the screen and grab attention, drawing the viewer in and creating the emotional response that marketing teams look for.

A recent report from Grand View Research predicts the global digital signage market will grow at a 7.9 percent compound annual rate over the next several years, reaching $31.7 billion by 2025. Digital displays incorporating 4K resolution are expected to be a major driver of that growth, addressing an increasing demand for sharp images.

### Display costs are falling

- **Although the cost of a commercial 4K display is higher than a 1080p display**, that’s changing: Display costs are falling. As we see more 4K content being introduced into commercial environments, the same trend is bound to follow.

- **And as content providers offer more 4K content at a reasonable price**, the digital signage market is likely to see an increased adoption of 4K displays, resulting in costs falling even further.

### Applications for 4K are nearly unlimited

- **The biggest push for 4K signage is in retail applications**, especially in jewelry stores and high-end clothing retailers. In wayfinding applications, 4K allows a high-resolution map to be loaded and "zoomed in" while still maintaining excellent image quality. Some 4K displays also allow for multiple 1080P signals to be displayed at the same time, allowing for a collaboration space where multiple displays are no longer needed.

- **For industries such as oil and gas**, 4K resolution has become a necessity that allows viewers to examine high-resolution imagery closer to their native resolution.

### But most importantly for deployers:

- **4K helps cut through the clutter**. We’ve become so overloaded with technology around us that standard resolution signs have become like background noise. 4K allows for content that seems to pop off the screen and grab attention, drawing the viewer in and creating the emotional response that marketing teams look for.

- **New 4K high-dynamic range displays offer a significantly increased contrast ratio**, allowing for imagery that seems close to life-like.

A recent report from Grand View Research predicts the global digital signage market will grow at a 7.9 percent compound annual rate over the next several years, reaching $31.7 billion by 2025. Digital displays incorporating 4K resolution are expected to be a major driver of that growth, addressing an increasing demand for sharp images.

### The Global Digital Signage Market

| 7.9% CAGR | $31.7 Billion by 2025 |