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# 2010 Digital Signage Trends

Problems with oversaturation. Amongst industry professionals there seems to be a concern that because the amount of digital signage is on the up, the effect it has will be diluted or ignored. However others in the industry see the increase as a good thing as it forces those in design to create more innovative visuals and also gets brand managers and sign specialists coming up with more creative placement options.

Content Is Paramount . Interesting content is always a key, and important, trend and when related to the above point has perhaps become more vital than ever. Those designing and creating signs are continually coming up with innovative designs and looks in order for their signs to leave a lasting impression.

Measurement focused. Brands and sign manufacturers are starting to see the way people react to signage as more important. We can use information on the way previous signage has been received to influence or future designs and then post installation we can monitor the way our current signage is responded to, to measure its success.

Taking on Bigger Projects. The feeling in the industry is that in 2010 digital signage projects will become larger, in both size and ambition. It seems the trend is also leaning more towards high impact signage, in large formats and in more obvious places, but also that those with smaller budgets will embrace more challenging ideas and invert the usual processes and metrics.

More integrated projects. This was also a popular trend last year, but is set to grow. Integrating the design of your signs into the rest of your marketing material provides a subconscious continuity in the mind of your potential consumers. So using elements of a television advert used in the sign, and replicating the digital signage in a print advertisement is set to become much more commonplace.

These are just a few trends that look to be emerging, but it is certainly not a definitive list and the thinking is that as the year and coming years unfold the innovations in digital signage will progress further than we can predict.

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