



Digital Signage: Software, Networks, Advertising, and Displays: A Primer for Understanding the Business (NAB Executive Technology Briefings)

Jimmy Schaeffler

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Digital Signage gives you macro and micro views of the burgeoning digital signage industry. Whether you are looking for new opportunities or to expand your business, with this book you will be able to clearly understand and accurately analyze the developments, trends and projections. As part of the NAB Executive Technology Briefing series, this book features the future impact of the technology across many different industries and platforms. Explanations of hardware such as displays, servers, and PCs, software such as dynamic on-screen content and software management programs, and technologies like systems integrations and network infrastructures are all covered.

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