

## In This Issue

[Time To Consider Digital Signage](#)

[Plasma's Reported Death](#)

[Emergency Operation Centers](#)



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Sincerely,  
Kevin Sandler  
CEO & President



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# E1 NewsBrief



ExhibitOne Industry News

ExhibitOne publishes the Inside E1 NewsBrief on a regular basis for our clients, market partners, and those who have an interest in audio/visual technology. We hope that you find this edition to be informative. Please forward this to others who may also benefit.

## Time to Consider Digital Signage

Digital signs seem to be popping up everywhere. From targeted point-of-sale advertising to critical scheduling information at transportation hubs to simply a more efficient way to disseminate information across corporate and education campuses, they are starting to make a lot of sense. So much so, that even with the current economy, ABI Research says the digital signage business will grow by as much as 33 percent this year.

Wow! How come? Well for one, pricing on some of the component parts, such as flat panel monitors and player devices has come down dramatically. And secondly, the overall digital signage technology has greatly improved. It has become more reliable and is now using wired and wireless access to broadband Internet, enabling any number of signs to be all centrally managed and administered.

This last point can be significant. The start-up and ongoing costs of digital signage software, network management, servers, trained personnel and the creation of signage content can often be a stumbling block to implementation. Now with access to the Internet, third party software and service companies can support digital signage services as a regular monthly service, rather than a company having to buy, install and manage everything themselves.

So, you can expect to see much more of this technology going forward. You might say, "It's the sign of the times."

## Plasma's Reported Death a Bit Premature

When it comes to monitors and TV screens it seems like the whole world is buzzing about LCD panels. You'd think plasma screens were old school. After all NEC, Sony and Pioneer no longer make them. Well, for the record, LG, Samsung and Panasonic continue to make plasma monitors - Panasonic with five factories at full tilt.

Plasmas still hold the advantage in terms of color saturation, contrast and viewing angles...giving it a place in professional implementations (such as digital signage) if not in the living room.

Pricewise, plasmas have lost the 32-inch monitor price war and have virtually conceded the 40- to 42-inch market as well. Although for commercial applications, 42 inch plasmas are still the monitor of choice and continue to hold a price advantage for 50-inch monitors and above. Currently, the "above" stops at 103-inches. Although Panasonic has produced a limited number (five and counting) of 150" plasma screens. So, while plasmas may be down...they are not out. Yet.

## Emergency Operation Centers

More and more cities around the country are putting under-utilized space to some very good use. They are transforming meeting rooms, boardrooms and similar facilities into Emergency Operation Centers (EOCs). On a day-to-day basis, the rooms take on their "Clark Kent" meeting room persona. But when urgent circumstances arise, such as a dangerous storm, a natural disaster or even a major event the room transforms into an EOC for round-the-clock emergency management operations.

Well-designed EOCs enable officials from all relevant government agencies, utilities, emergency response groups etc., to centrally gather to view and manage information drawn from a wide range of sources. The center acts as a hub for collecting, analyzing and disseminating data coming and going from sources such as video conferencing systems, monitors, video displays, computers, traffic cameras etc. It all comes together for coordinated logistical response and management of emergency resources.

And when it's all over...the room returns to its mild-mannered meeting room duties.

While an EOC may take a bit more space than a telephone booth, you might be surprised by what can be done within your existing facilities.