

ISE 2019: The Display and Digital Signage Trends You Need to Know About

Drawing record crowds of over 65,000 delegates, this year's Integrated Systems Europe (ISE) event took place 5-8th February 2019 in the Dutch capital of Amsterdam. Presented at the RAI, over 1,000 exhibitors from all over the world gathered to debut their most exciting AV and systems integration innovations yet.

Just in case you didn't make it, we've rounded up the biggest trends influencing the future of display technology and digital signage in 2019.

8K, 4K - High Resolution



8K with AI Upscaling

Continued hype around 8K dominated display technology conversations across the exhibition. 8K offers improved precision and richer depth of pixel resolution, giving screens a vivid, crisp and vibrant picture.

Samsung exhibited AI upscaling, showing how 4K content and below can be transformed seamlessly into an 8K experience of breathtaking color, contrast and clarity.

8K technologies of note at ISE 2019 included Samsung's 82" and 98" QLED displays, Vestel's 65", 75" and 98" signage, Sharp's pro-camcorder and 80" screen, LG's 88" OLED television, and Panasonic's demonstration of an 8K video over IP transmission.

4K (UHD)

4K was also on display at ISE 2019, with the UHD share size of exhibited products increasing in the indoor area.



At [ISE 2018](#), just 36% of indoor signage products were at UHD resolution. This year, that number grew to 83%.

As an industry, PID (public information display) is normally two years behind TV trends. The lack of 4K content and data transference was a hurdle for 4K with PIDs, but this problem has since been solved. Now, we are even seeing 4K UHD being adopted in video wall signage.

Retail Signage - New Form-Factor

New and innovative form-factors were a talking point of ISE 2019.



Showcased across four main verticals - corporate, QSR, fashion and automotive - the latest double-sided displays were a highlight across the ISE exhibition. Double-sided screens as thin as 23mm were on show, all with crisp and vibrant pictures.

Samsung exhibited their 46" and 55" OMN dual sided displays, which have a 4000 nit brightness and 5,000:1 contrast ratio. With a semi-outdoor screen for window-facing displays and an indoor screen on the reverse, there is the capability to showcase different content on each screen. With AI and dynamic focused technology, users are able to upload content via USB, network drive or CMS. Keewin also showcased their own indoor dual side displays at 43" and 55", respectively.

These dual-sided displays were even available as stretched units. Stretched displays were another new form-factors, with 21", 23", 29", 37", 77", 86", and 88" screen sizes all being shown.

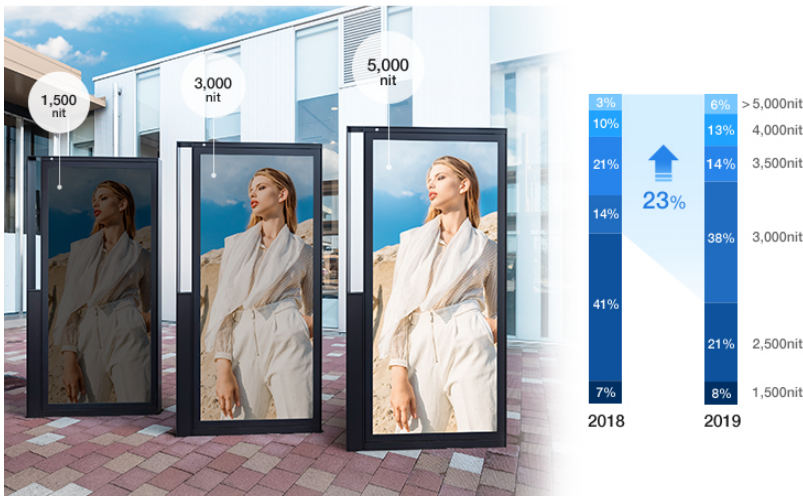
Standing signboards were also present at ISE, with both Samsung and Keewin exhibiting these units. These offer [new digitized opportunities for retail](#) and quick service restaurants.

Outdoor Signage - Higher Brightness

Outdoor displays reigned across the retail space, delivering truly extraordinary experiences in digital signage.

The average brightness of panels (number of nits) at ISE was higher than it was in 2018, showing that exhibitors were considering the practical usage of panels outdoors.

This year saw many manufacturers rise from 2,500 nits to 3,000 nits as the 'new normal'.



With semi-outdoor, the lineup ranged from 1,500 nits to 3,500 nits with Samsung exhibiting, and DynaScan protecting their own dual display with anti-vandal glass for maximum durability.



LED - Fine Pitch

LED technology impressed event-goers because of the fine pitches used. Many companies exhibited LED displays with pitches less than 1.00m, with notable showcases from Samsung, Leyard, Silicon Core, Liantronics, AOTO and Unilumin.

Samsung's The Wall was once again a particularly attention-grabbing display. The latest version exhibited is 219" in size, and uses microLED with a fine pitch size of just 0.84mm.

These LED displays showed improved picture quality, with high dynamic range (HDR) and upscaling up to 8K available. Extending the lifespans of LED screens was also an important consideration - protective coating technologies were being used on TVs and signage at the event.



Once more, ISE was an exhibition to beat with the biggest and best screens on the market today - the future has never looked so bright for display solutions and digital signage. The next ISE will take place at the RAI Amsterdam on 11-14 February 2020.

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