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In-Store Media Comes of Age

Industry insiders are pointing to sales lift and solid revenue models as proof that digital media technology is maturing.

It doesn't matter what kind of retailer you are, there's a cost-justifiable reason for you to deploy some semblance of digital media – whether it be audio and video in its simplest form or fully interactive multimedia stations – in your stores. Sure, it makes screaming sense for some and subtle sense for others, but it makes some level of sense for everyone. Broadband networks and the ability to digitize music, video, and even live video make digital media deployment appealing for marketing, merchandising, promotions, and HR/training applications, among others.

The assertion that digital media deployment is becoming pervasive is validated by the trends we're seeing in the retail space. Maturation of the digital media market is one. Ken Goldberg, CEO of Real Digital Media (RDM) and a man who's been around retail systems for a long time, says an increase in the number of digital media consultants popping up in the market is one sign that the technology is maturing. Another is that big companies, like Epson and Dell for instance, have staked their claims on the market with display offerings. Still another is that other big companies (Muzak, DMX) are consolidating.