



C-nario Scene: Q3, 2009

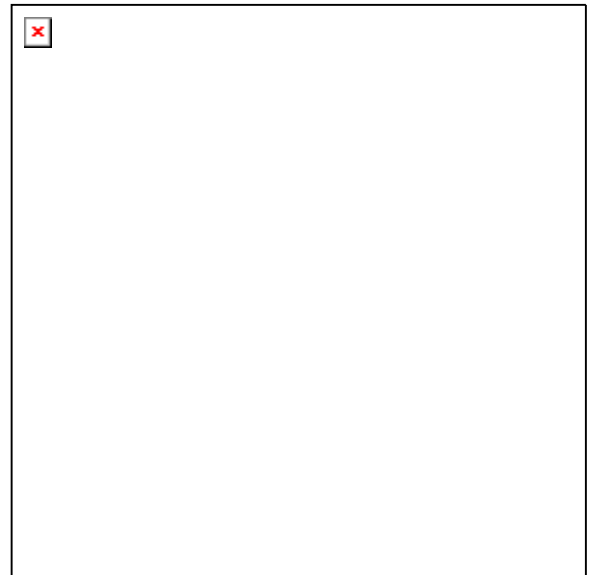
Newsletter

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A Note from the CEO

Dear C-nario Community,

Creating a Unique Customer Experience Can be Affordable

Digital signage can be more than a way to draw

We expand the content of our newsletter, covering market trends and white papers that will help you in the process of selecting suitable digital signage solutions.

The global cooperation with our partners is being further strengthened. In June, we participated at InfoComm 2009 in Orlando, Florida, and exhibited our solutions together with two of our partners – Mitsubishi and NEC.

Our technological edge and know-how is being more and more recognized, and more and more organizations continue to choose us as their digital signage platform. In this newsletter we cover a recent installation at Kings Place, London's newest arts venue.

I also invite to join our [Webinar](#) with Minicom, July 28th, 10:00 am, on the challenges of deploying and managing a digital signage network.

Enjoy reading,

Sincerely,

Arnon Diskin
Chief Executive Officer
C-nario Ltd.

customers' attention — it can be a work of art. But digital signage doesn't have to be expensive to have an impact. High-quality digital signage can be both affordable and user-friendly. Learn about:

- The benefits of multi-display arrangements
- Why an open platform is important
- Synchronized playback
- Content-creation tools

[Click here for the white paper "Harnessing affordable technology to create a unique "ooh" customer experience"](#)

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Features to Look for in Digital Signage System

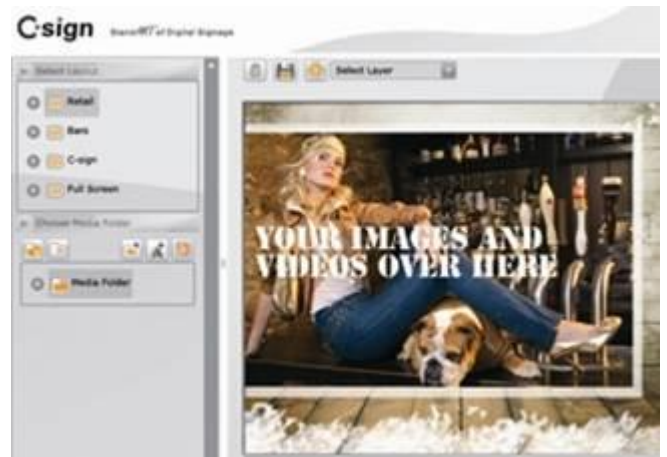
Digital signage can be an effective tool for companies, but deciding on the right system can feel like a daunting task. Before beginning a digital signage implementation, the purpose of the digital signage system must be considered. Deciding what precise purpose the system needs to serve (whether it's company branding, employee messaging, entertainment, advertising or more) will help clarify what features the digital signage system should have. Digital signage systems can have dozens of features, but several of the most important include: content creation tools, high-quality playback, interactivity and openness, efficient distribution and scalability, scheduling and workflow, system management, and monitoring.

[Click here for the white paper "Features to look for in a digital signage system"](#)

Mitsubishi Monitors Joins C-nario for Digital Signage Application Bundle

Mitsubishi Digital Electronics America's Presentation Products Division, announced a product bundle with C-nario, C-nario's C-sign™ digital signage software product will be available soon for Mitsubishi's 32-, 42-, 46- and 52-inch monitors. When displayed on a Mitsubishi monitor, C-sign can create a stand-alone, out-of-the-box digital signage solution.

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C-nario Named to AlwaysOn East 100 Top Innovative and Promising Private Companies List

[Click here for full press release](#)

London's Newest Arts Venue Selects C-nario's Digital Signage Platform

London's newest arts venue - Kings Place - has selected C-nario's digital signage platform to display information about upcoming and current events, pricing information, corporate client information, and venue

promotional videos. The integrator was DRV Group, one of Europe's foremost professional designers and integrators of large scale corporate and educational audio visual communications technology.

Kings Place, situated near the center of London a few minutes walk from Kings Cross station, is partly a public and cultural building and partly an office building. It consists of a public ground-floor area, two lower levels devoted to the arts, and seven floors of offices above.

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Changing Retailer Needs Spur Tripling of Digital Signage Market

The changing needs of retailers are prompting them to move away from traditional advertising and seek alternative means, including retail digital signage, whose shipments will more than triple by 2013, according to iSuppli Corp.

Global shipments of digital retail signs are set to rise to 2.5 million units by 2013, generating a compound annual growth rate (CAGR) of 26.8% from 758,122 units in 2008.

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Larger Format LCDs for Commercial Use and Digital Signage Up 67% Y/Y; Commercial Plasma Products Lagging Behind LCDs Despite Size Advantages

While "flat is the new up" for many technologies as the global recession continues, current results show that the flat-panel digital signage market continues to grow with larger-size commercial LCD products outpacing shipments of commercial plasma products 2-to-1 in Q1'09. Results from the recent DisplaySearch Quarterly FPD Public Display Shipment and Forecast Report revealed that Q1'09 worldwide shipments of larger size (26"+) flat panel displays used in commercial applications for out-of-home environments grew 2% Y/Y, but dropped 10% Q/Q showing that this market may not be completely impervious to the effects of the global recession. Further analysis revealed that this market segment is still healthy, however.

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Digital Signage Coming of Age

According to some estimates, the digital signage market is set to grow beyond \$2.5 billion (£1.47 billion) in 2009, creating a new advertising and sales channel for content producers, technology suppliers and brand owners alike.

The growing commoditisation of display, networking and content delivery technologies are beginning to make digital signage a low cost way to communicate with a faster return on investment than traditional static or printed displays.

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