

Techno Q takes part in consumer engagement technology conference

Techno Q has recently taken part in the Customer Engagement Technology (CET) Middle East conference in Dubai, which it also sponsored.

Techno Q Co-founder and Executive Director Abdulla Alansari took part in a panel discussion, tackling the topic about the effects and opportunities for digital signage solutions to expand and capture the Middle Eastern markets.

"With the rise of digital signage, self-service kiosks, mobile media and other customer engagement technologies, digital media is transforming the way organisations communicate with their customers and stakeholders," said Alansari.

He said digital signage is making the shift into more 'non-traditional' areas such as education and corporate environments.

"In recent years, our company has designed and installed digital signage systems for clients in various sectors ranging from digital installations for corporate internal communication purposes to information and way finding systems for university campuses to name a few.

"The year 2012 was a breakout year in the digital signage industry," Alansari said, "with success



driven in large part by countless vertical markets that embraced digital signage as a way to engage their target audiences."

"Everywhere throughout the region digital signage installations are becoming more and more evident, so much so that it is now seen as a very positive trend. The industry has been growing at a 40 percent compounded annual growth rate and it is predicted

that 22 million digital signs will be active by 2015. By 2016 this sector of the industry will be worth some \$4.5 billion. Retail, corporate, and transportation will continue to be the top three sectors worldwide, but sectors such as education, healthcare and hospitality are seeing tremendous growth in the region," Alansari concluded.

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