



With over 120 delegates registered (20% up on last year), DiSCO (Digital Signage Conference) probably didn't even realize it was in competition with AOpen's Forum.

Yet this industry conference served a broader base of business and strategic topics for integrators (examples include: The Passion of Harrods' Shoppers, Helping SMBs to professionalize Digital Signage, How Digital Signage Can Make Brands Memorable, and Content Philosophy from OVAB Europe Content Group.)

Talk at DiSCO centered around how to increase market share from ad agencies, how to use digital signage for a wider range of customers, and open source as a standard.

David Dalzell of Onelan brought up an important point: can the cost of very large networks be reduced by re-engineering existing DLNA TVs to be network-driven (as well as using low cost stream mirrors to bring down costs so all types of businesses can leverage digital signage).

Intel's Jose Avalos was also there... sharing some Intel research about usage patterns.

While many recognize that the entry of IT giants such as Microsoft and Intel speak to the potential of the digital signage opportunity, his topic (*Driving Growth in Digital Signage through Standards and Beyond*) echoes the changes that "think big" IT will bring to a sprawling landscape of small and diverse digital signage vendors and distributors. First, we push standards and market understanding. Then,

DiSCO Conference at ISE 2011

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we grow the players who will grow the market.

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