

Minicom CEO Ronni Guggenheim speaks to eSP and rAVe Web TV at ISE 2011 on the state of the digital signage industry as seen at the show-- a still-fragmented industry with lots of AV players trying to enter a challenging yet growing market.



The ultimate challenge remains-- putting a solution together with all the various parts available.

A big chunk of the business comes from the integration side, on which 30-40% of money is spent.

Guggenheim says advertising pays for a lot of this business; if a screen fails, you simply cannot charge, with all the financial repercussions that involves.

What's for Minicom in the future? The company is developing its in-house solutions, starting off with the ScreenGate series, a comprehensive solutions suite ensuring content is finally delivered on screen. ScreenGate is vendor-independent-- it takes the HDMI signal, "watermarks" it and reads it out on screen, thus providing proof of performance (and therefore auditable).

Guggenheim finally says the floodgates to industry consolidation are open-- an opportunity for some companies, who form more comprehensive entities providing end-to-end solutions.

Minicom Digital Signage at ISE 2011

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