

Expression of interest in participating in the Workshop

Workshop on Web-based Signage, 14-15 June 2012, Makuhari, Chiba, Japan

Junshiro Kanda

Head Researcher, Media Display Team
Multimedia Systems Technology Dept.
Information Technology R&D Center
Mitsubishi Electric Corporation

Participant's interest

Digital Signage Systems (DSS) are widely deployed in Japan especially in public spaces such as train stations, airports and so on. I've been developing large scale DSS since 2009. In order to increase the digital signage market size, lower cost signage player devices and overall system cost reduction are important factors. Another important aspect is the interoperability among various DSS. In the near future, large scale digital signage systems might support capabilities to interact with smart phones or other kind of personal devices. Web-based technology will be the key for realizing this kind of service. I expect to exchange ideas and get hints on the next generation DSS in this workshop.

Point of View

The following are use case examples of DSS interaction with personal devices.

- 1) A user accesses a digital signage display using his/her smart phone and requests detailed information of the contents to be shown on the phone display
- 2) A user accesses a digital signage display using his/her smart phone and gets a coupon that is shown on the phone display.
- 3) A user accesses a digital signage display using his/her smart phone and gets a map of the shop that is shown on the phone display.