

# **Expression of interest in participating in the Workshop**

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

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(<http://www.tta.or.kr/English/index.jsp>)

## **Participant's interest**

Digital signage industry has been booming over time with digital convergence trend. In Korea, many telcos, content providers, manufactures also have participated in the industry. But due to lack of the standard for signage, proprietary solutions of each company are introduced and used, then the interoperability issue is always exist. Standardizations and Certifications are becoming increasingly important for strengthening of global capabilities, expansion of future growth base, and so on. To perform these activities including anything related to the ICT standardization, TTA (Telecommunications Technology Association) has been established in Korea.

TTA is a non-profit ICT standardization organization that provides services for anything related to ICT standards including ICT standardization plan and new ICT standards establishment as well as testing and certification for IT products.

To standardize and test the merchandise related to signage, we need to know the latest technological trends and global issues. I think the web-based technologies can be used for signage, and can solve the interoperability issues. Through this workshop on web-based signage, we want to see and learn the trend of web-based signage and related global issues, see the possibility of signage platform with web technologies as well.

## **Point of View**

As mentioned above, we need to know the latest technological trends, regulations related to web-based signage as an ICT standardization organization in Korea, specifically including the following examples.

- 1) Overall latest technological trends and issues of convergence Web and signage
- 2) What kind of W3C standards will be used for web-based signage technologies
- 3) Other country's regulation issues between government and commercial operators