

Standardization Issues for Web-based Digital Signage

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Participant's interest

ETRI is interested in activity of W3C's Web-based signage business group, as well in other SDOs. Digital signage issue including Web signage is rapidly growing in market area, and it also strongly requires standardization efforts in technically. Signage service needs to provide convergence with other media service, e.g. TV service. In this case, common platform for digital signage may be able to consider with other media service platform. However, in other approach, digital signage needs to support independent service itself in industry market. In this case, we need to review the service architecture, interface, components and new solutions as a digital signage service. Nowadays, two kinds of trends seem to be mixing existed in current markets.

ETRI is interested in the current Web signage service platform and advanced capabilities of Web signage services. Especially, browser-based digital signage technologies are the scope of our interest, which enables to support as an interoperable common platform.

Point of View

W3C Web signage business group needs to discuss and define the scope of the web signage group.

- For it is necessary to decide what kinds of content format supports, or whether to focus on terminals, or how much web technology supports for digital signage service, etc.

W3C Web signage business group needs to review the standardization activity of other SDOs before further development.

- POPAI group produced many documents of digital signage service in industry specifications. Some relevant standardization is recently recommended in telecommunication field, at SG (Study Group)16 in ITU-T. The document of ITU-T describes requirement of digital signage, which will be a

good reference material for starting in W3C. Also, it is required to identify the substance of Web signage compare with other standardization activities on digital signage.

W3C Web signage business group needs to consider how to cooperate digital signage service with existing relevant services.

- For digital signage service also is involved in several stakeholders similar like TV service, e.g. service provider, terminal manufacturer, content provider and solution provider, etc. It means that there are already existing competitive multiple platforms, content format, systems and etc.

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