

Digital Signage; A Sustainable Advantage

Digital Signage Consumes 7.5% Less Carbon Than Traditional Poster Signage

LONDON, 7 April 2009 -- The results from an extensive study into the carbon emissions of digital signage compared with those of traditional signage, released today, show that the carbon consumption of a projected display is 7.5 per cent lower than a traditional poster package.

The estate of 150 High Street stores hypothesised for the study showed a carbon saving over three years of 29.74 tonnes of carbon dioxide equivalent (tCO₂e) following the change to a digital window display solution. This is equivalent to the total energy consumption of a typical UK household for more than five years

The independent study, commissioned by MediaZest, co-sponsored by Cisco and Panasonic, and carried out by leading consumer research company ROI Team and Brunel University show that the carbon consumption of a projected display is 7.5% lower. It takes into account the emissions “from warehouse to warehouse” and compares all aspects of both types of installation, performance, maintenance and decommission; assessing consumption on electricity, diesel paper and ink.

The digital display analysed consisted of a Panasonic PT-D4000 projector, which was chosen for its reliability and flexibility with its dual lamp system., 3M Vikuiti Rear Projection film applied to the window, and a Cisco® media player. All changes of content are sent via a broadband line, thus eliminating repeated printing of materials and road distribution. The lifetime of the display was set at three years.

Dr Joyce Tsoi, Research Fellow at Brunel, said, “We have experience of looking at the environmental aspects of various business practices and these results show a strong positive result for the use of digital media.

“Surprisingly little sustainability research exists that can inform business opinion about carbon performance issues, and we were pleased to be involved in what we believe will be a significant step forward in encouraging environmental debate in the point-of-sale advertising business.”

Andy Hawkins, Sales and Marketing Director of MediaZest, commented: “We believe it is both a business and moral imperative for all companies to analyse their practices and make any contribution possible towards the environment. We are obviously delighted by the results, as we took a risk in its commissioning before knowing what we would see. Our gut feel has always been that our clients can not only enjoy the business, branding and aesthetic benefits of digital displays but that it was more environmentally friendly, and that seems to have been proven.

“With our partners Cisco and Panasonic, we intend to spread the word on the results as far and wide as possible.”

Andrew McCall, Managing Director of ROI Team, said: “The difficult part was deciding on a benchmark for the traditional use of point of sale, as there are numerous ways of posting a campaign. We hope the research findings will instigate debate into the use of digital signage.”

Hartmut Kulesa, Marketing Manager Projectors of Panasonic, was confident that this is just the start of the push towards greener use of technology: “As a global technology provider, we take our responsibilities very seriously and are confident that we will continue to produce more and more environmentally conscious products for use in the digital signage arena.”

Tim Skinner, Operations Director, Consumer Industries, UK and Ireland, Cisco, said: “Cisco has a clear commitment to reducing our carbon footprint and work with our customers to enable them to reduce their impact through the smart use of technology. Digital signage provides an engaging experience, and these results show that its use can reduce retailers’ carbon footprint.”

Further information:

Detailed results are available by contacting:



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