



Digital Signage Expo (DSE) may not have set an all-time attendance record this year, but it did deliver the highest buyer attendance (by percentage) in its 15 year show history-- 93.3% of total attendance were end-users, system integrators and advertising/brand executives.

End-users alone accounted for nearly 45% of the audience, a higher percentage than 2017.

Verified attendance was 4032--on par with DSE's attendance performance over the past five years. (With one exception, 2017. In 2017 the show was fortunate enough to have co-locations with three other events-- *GlobalShop*, *Cinemacon* and *Pizza Marketplace*)-- which gave DSE a significant one-year attendance boost. (And probably much better pizza for lunch...)

International attendees were 17.5% of the overall attendance, coming from 60 countries.

A stunning new media installation illuminating Chicago's West Loop won the **APEX Award for Installation of the Year**

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150 Media Stream

is a 3000-square-foot (278.7 sq. m) display divided into 89 separated super-thin LED blades variously sized between 3.25 inches (8.25cm) to 15 inches (38cm) in width, and standing vertically anywhere from 6 feet (1.8m) to 22-feet (6.7m) tall. Creative content is provided by distinguished artists as well as students from partnering cultural and educational institutions. Check out the video in the link below...

DSE 2019 will be in March 26-28 at the Las Vegas Convention Center.

DSE and APEX Awards: The “Installation of the Year”

Written by Bob Snyder
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Watch [The Installation of the Year 2018](#)

Go [Check out the Rest of the Annual APEX Award Winners](#)