

SIGNS & GRAPHICS DISPLAYS PAST, PRESENT AND FUTURE

- 1. TRADITIONAL SIGNAGE SUPPLIES**
- 2. LED & LCD BILLBOARDS: DYNAMIC DIGITAL SIGNAGE**
- 3. 3D PRINTERS, 3D SIGNAGE**



**3 MORE REASONS TO ATTEND
APPPEXPO 2016 IN SHANGHAI**

TRADITIONAL SIGNAGE SUPPLIES

There is still a need for traditional signage supplies. No matter how many fast-food chains install LED or LCD monitors for signage to change from breakfast menu to lunch menu to dinner menu, there is still a market for old-fashioned signage.

15 years ago I was visiting one country and they were still painting signs by hand. These were the years of Encad printers (since HP was still focused on pen plotters in the 1990's).

But even with dynamic digital signage, there are still opportunities for "sign shops" to create signage and graphics with traditional non-digital materials. Rather obviously, probably 80% or more of these products are Made in China. So it is logical to go to a trade show in China to see a range of products significantly greater than you can see in Europe, USA, or Latin America.





People today ask about "3D signage." There are many traditional ways to make real 3D signage without needing a "3D printer." This anthropomorphic bull is a good example.

Even if you are thinking of "new digital techniques" actually there are plenty of traditional techniques from the past which are still useful even in today's digital era.

And APPPEXPO 2016 is where you will find these.

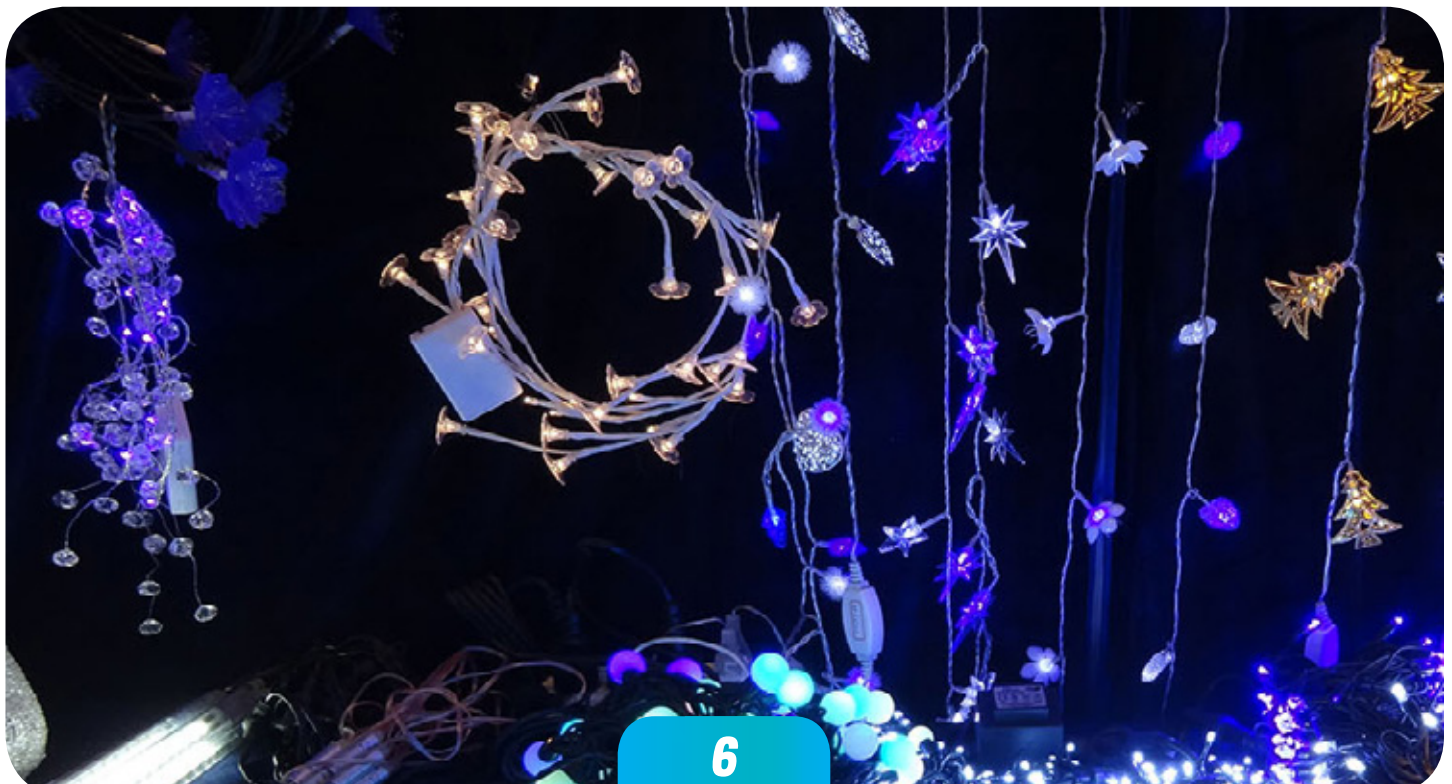


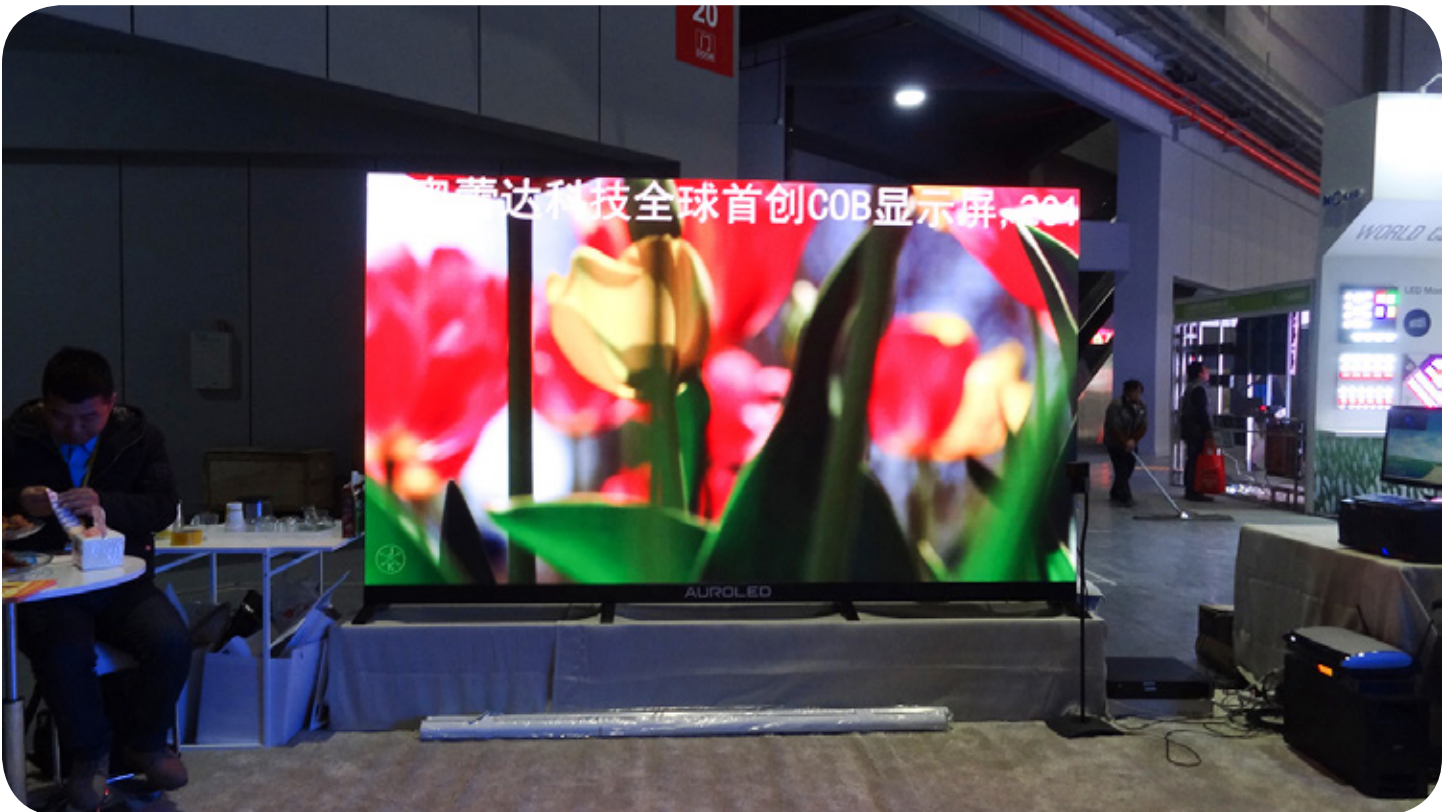
LCD, DYNAMIC DIGITAL SIGNAGE

I can still remember when signs were painted by hand. Today of course this is all done with vehicle wrap. But inside buses and subway cars, you can see a lot of LCD screens with advertising.

In elevators, especially in the USA, there are LCD screens with advertising. Not to mention the fast-food restaurant menus. In past years these were printed, but you could rotate or slide between breakfast and lunch mentions.







LED SIGNAGE

Both traditional LED signs and more modern dynamic digital signage are available at APPPEXPO 2016 in Shanghai in March.

Several expos in Europe and the Americas try hard to include LED signage, but 90% of the regional and even international expos in Europe and USA lack adequate coverage of LED. There are many reasons: printer exhibitors obviously do not want LED exhibitors as competition.

Another reason why going to an expo in Europe or USA to see advances in LCD and LED dynamic digital signage is that the expos on China are so much more complete. Since probably over 60% of the pertinent products are now Made in China, you can see much more in Shanghai than in any expo in any city in Europe or the Americas.

Plus, when an LED billboard at a trade show is featuring Victoria's Secret models in their fashion shows, all the male attendees will be oogling the models. So kind of hard to have potential buyers look at your printers, inks, or cutters if a 5 meter high by 20 meter wide video is showing Victoria's Secret (or Korean girl bands trancing you their songs in body language).

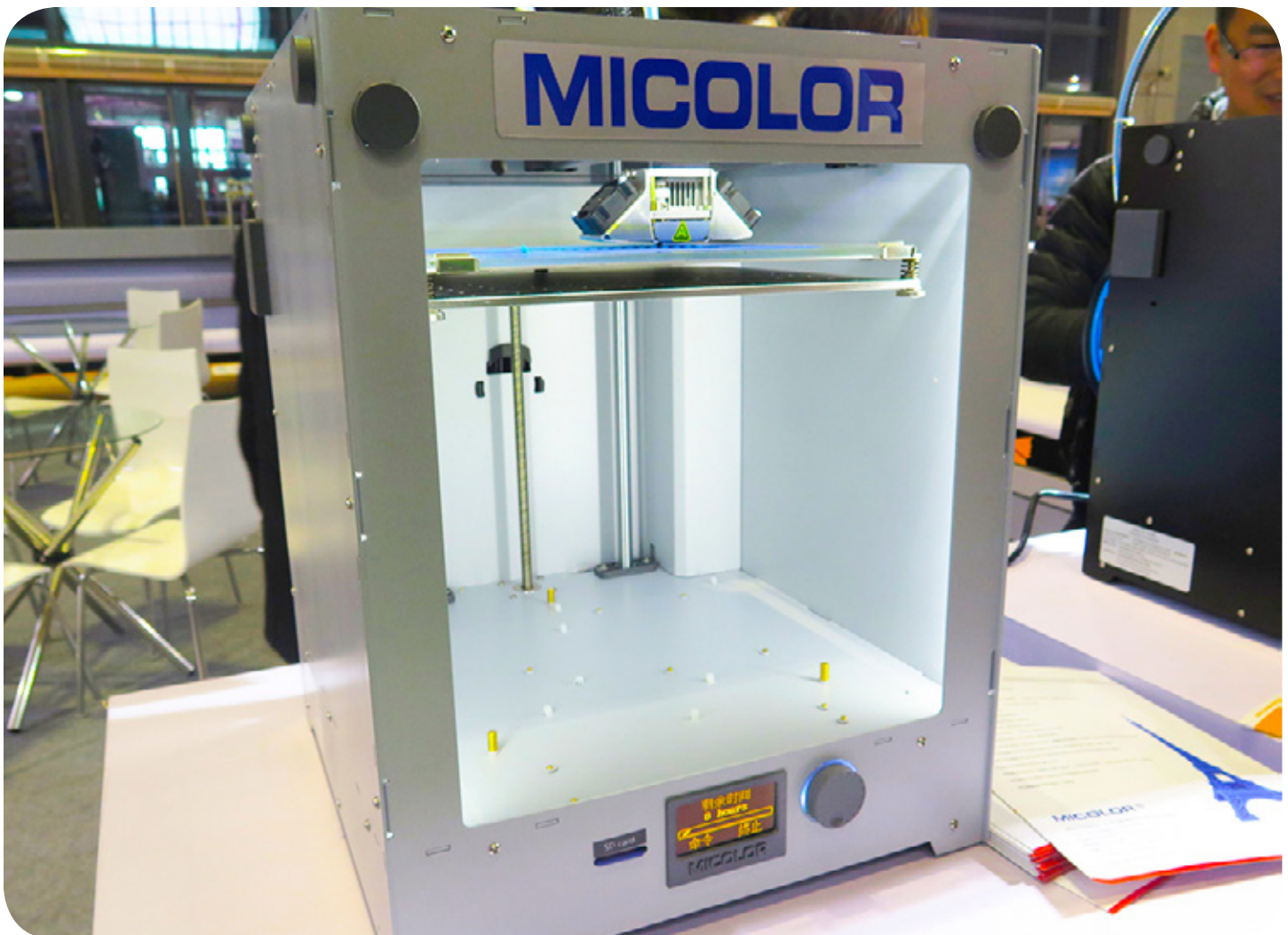
Actually I like the cartoons: Ice Age, the Minions, Rio, or Rio 2. I watch animated films such as these since FLAAR has a division working on creating comic book characters based on Mayan archaeological themes with local Mesoamerican jungle animals (jaguars, pumas, macaws, etc of the Guatemalan rain forests).



3D PRINTERS

Where as several expos such as Sign Istanbul have no co-located with 3D expos, most other signage expos are still lacking a full range of 3D printer brands. Two exceptions (in addition to Sign Istanbul), are FESPA Africa 2015 in Johannesburg and GOA 2015 in Miami: each had a nice wide range of 3D printers last year.

Although 3D printers are made in USA, Israel, and Europe, most of the entry-level and mid-range 3D printers are Made in China, so visiting APPPEXPO 2016 in Shanghai is one way to learn about these brands. Another benefit is that in China you can meet the CEO, President, owners, and top managers of each company. At an expo in EU or USA, mainly you will see only their local distributors.



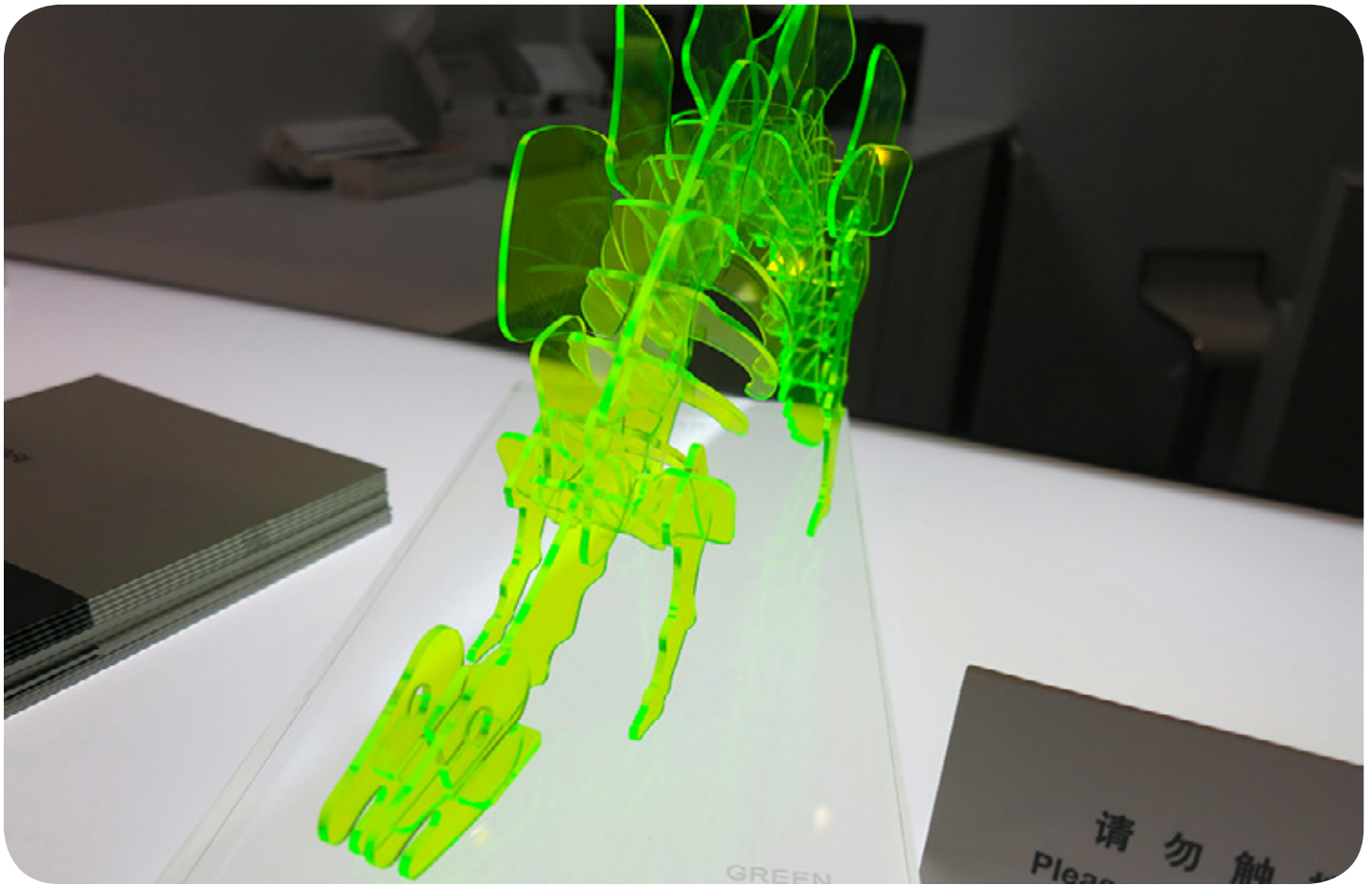


3D SIGNAGE WITHOUT NEEDING 3D PRINTERS

Last year a new Israeli company developed a 3D printer for people-sized 3D sculptures. And there are a few giant 3D printers for building house parts. But none of these are (yet) realistic for creating 3D signage.

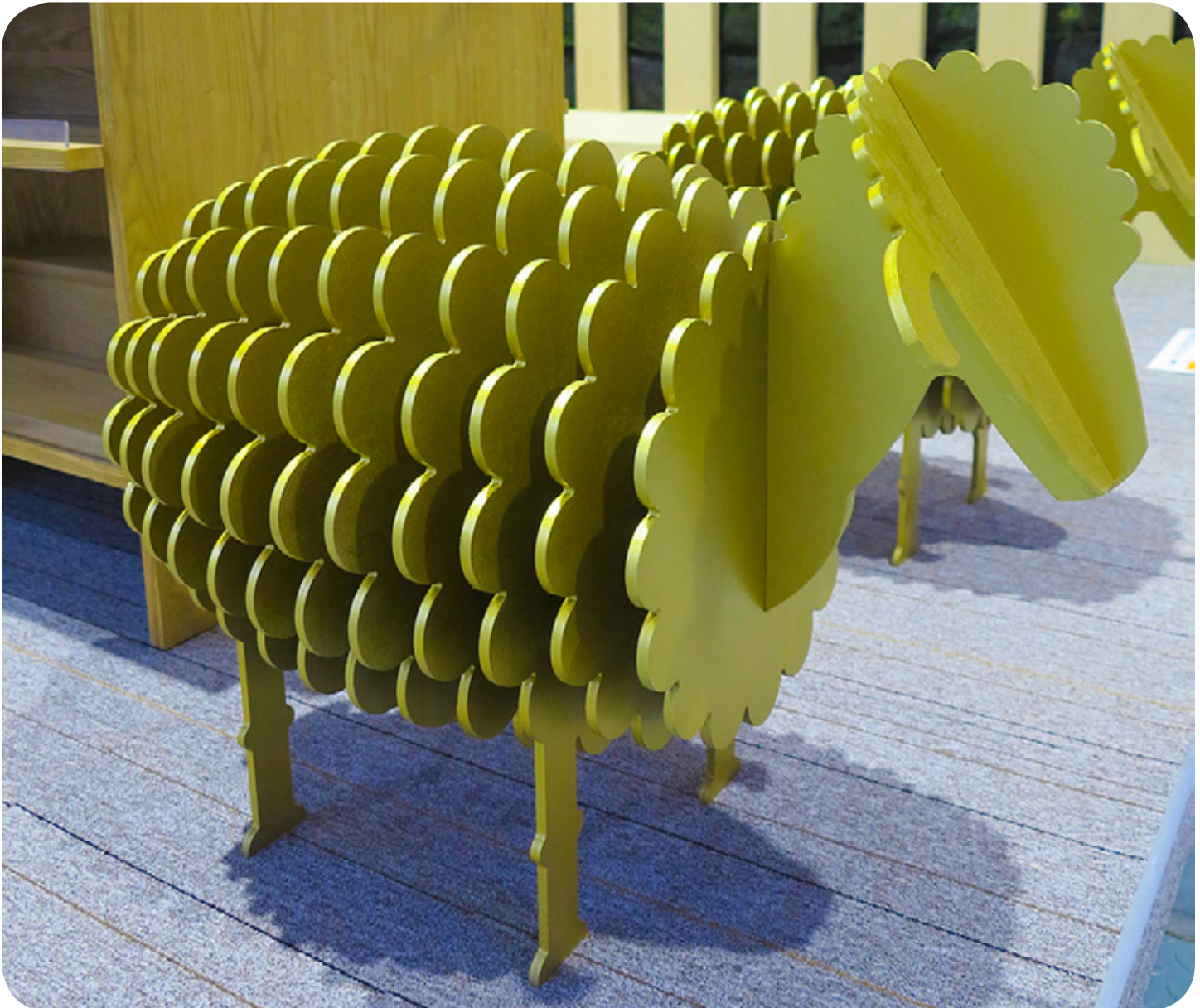
To create 3D signage it is much better to print on honeycomb sandwich board or comparable material which can be cut by a flatbed digital cutter or CNC router (or Plexiglas to cut with a CO2 laser engraver). All these cutters, and the materials, can be seen at APPPEXPO 2016 in March.





If you print on each of these segments of this sheep or goat, you can show your logo, plus you can make each segment a different color.

3D "sculptures" such as this are effective signs (if designed to have space to print your message).



Information for APPPEXPO 2016, in Shanghai, March 9-12.

www.appexpo.com/index/2/EN

This web site has plenty of information for you.

This report has been licensed to Shanghai Modern International Exhibition Co., to distribute, since they are the organizers of APPPEXPO (Advertising, Print, Pack & Paper Expo), Shanghai. But this report has not been licensed to any printer manufacturer, distributor, dealer, sales rep, RIP company, media or ink company to distribute. So if you obtained this from any company, other than APPPEXPO, you have a pirated copy.

Also, since some reports are occasionally updated, if you got your version from somewhere else, it may be an obsolete edition. FLAAR reports are being updated all year long, and our comment on that product may have been revised positively or negatively as we learned more about the product from end users.

PLEASE NOTE

To obtain a legitimate copy, which you know is the complete report with nothing erased or changed, and hence a report with all the original description of pros and cons, please obtain your original and full report straight from www.large-format-printers.org or other web sites in our network such as www.wide-format-printers.net.

Your only assurance that you have a complete and authentic evaluation which describes all aspects of the product under consideration, benefits as well as deficiencies, is to obtain these reports directly from FLAAR, via the various sites in our network.

Copyright 2015

Follow us



FLAAR_Reports



Nicholas Hellmuth



FLAAR.Reports



Free Subscription

