

ISE Euro 2026 Highlights





ISE Euro 2026 Insights

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Digital trends 2026

Barcelona, February 2026

As always, we attended this year's ISE fair. On the following pages, we have highlighted the key trends in digital retail solutions. **Enjoy.**





Transparent LED



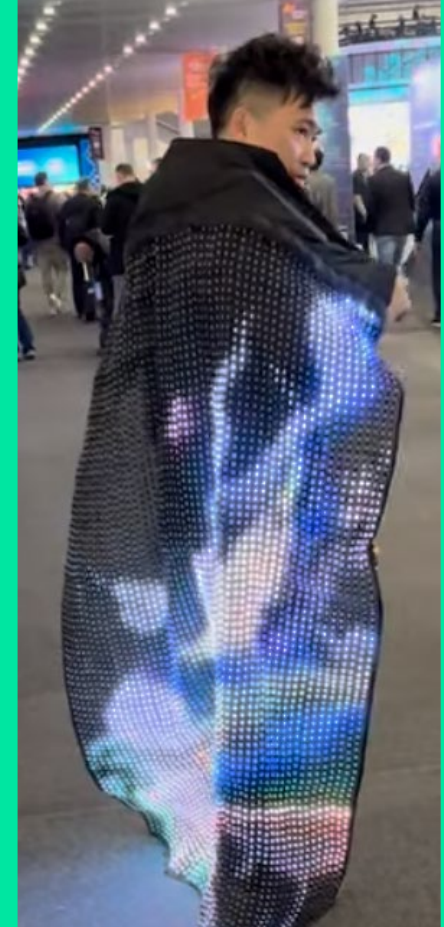
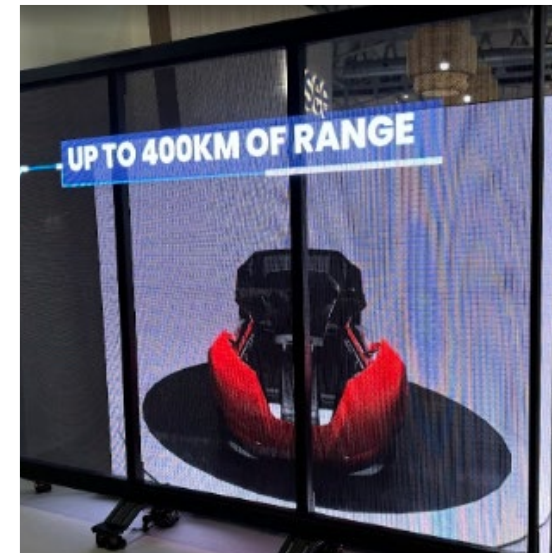
Transparent LED

Where transparent LED was previously dominated by Chinese manufacturers, established brands like LG are now entering the market with their own solutions.

Today, we primarily see four types of transparent LED:

- In-glass
- Micro Mesh
- Foil
- Grid

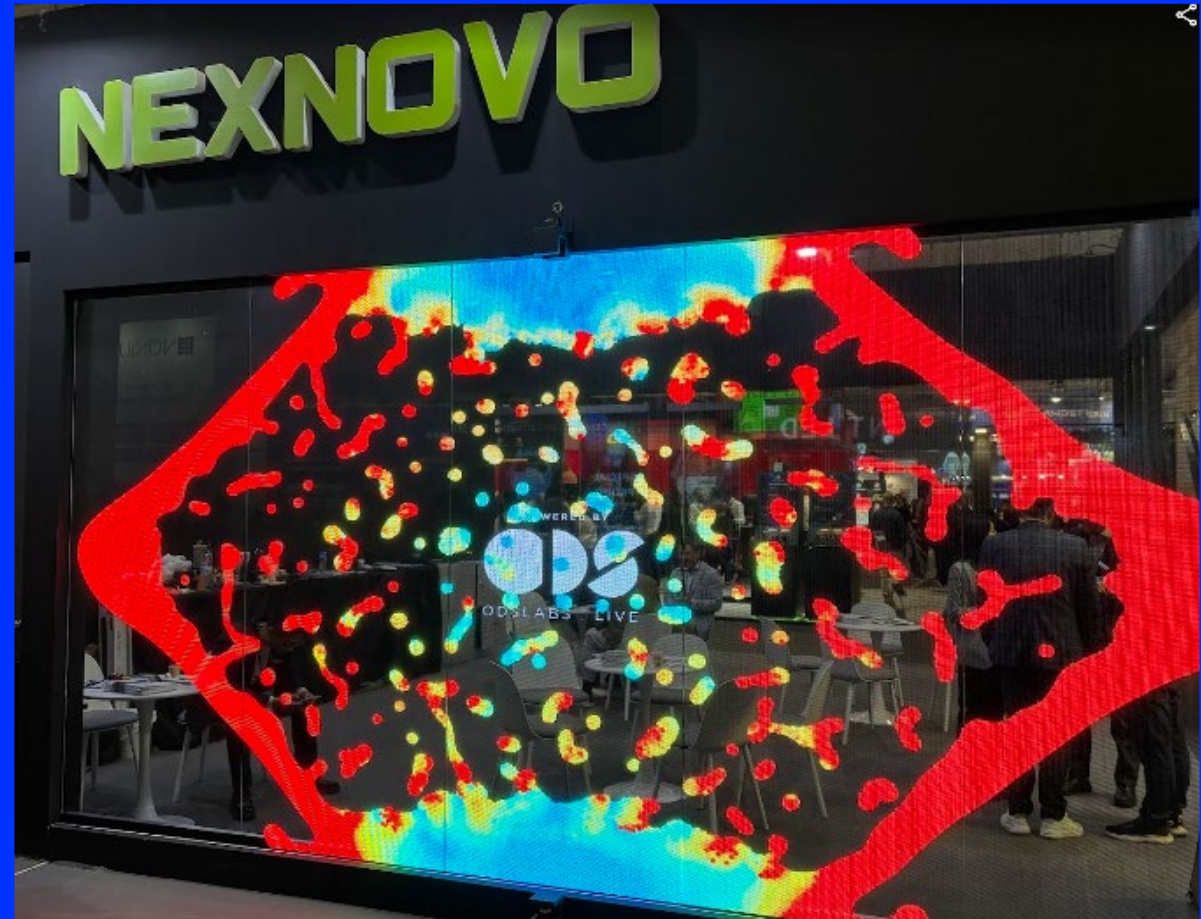
Each solution offers different levels of transparency, brightness, and installation flexibility depending on the application.



LED in glass

LED integrated directly into the glass surface.
A refined solution combining transparency
with strong image quality.

Example: Nexnovo
Pixel pitch ranging from
10 down to 3.6.



LED in mesh

Mesh has become the preferred standard within transparent LED — now also offered by brands such as LG. It delivers high brightness while maintaining visibility through the display.



LED in grid

LED mounted in a structured grid format. Enables very high brightness levels. However, the structure can collect dust over time and should be factored into maintenance planning.



3D without the glasses



3D displays in box design



Samsung's new 85" display creates a box-like depth effect — delivering a convincing 3D box appearance without glasses.



Inter- active 3D



Sony presented an interactive 3D solution. Users can interact directly with the content, creating a highly engaging experience.

Difficult to capture fully in images — but highly impactful in person.



Other highlights



AI and digital signage

AI was present at many stands this year.

Several exhibitors focused on making AI meaningful within digital signage environments.

The most common applications were interactive solutions, where visitors could speak to an AI avatar or receive information by asking questions directly to a screen.

Sony also introduced a camera solution designed for customer analytics and behavioural insights.

AI is moving from concept to practical retail applications.



New players

Solum and Hisense are emerging as new competitors in the professional display segment. Build quality and performance are approaching established brands. We will be testing selected models internally.



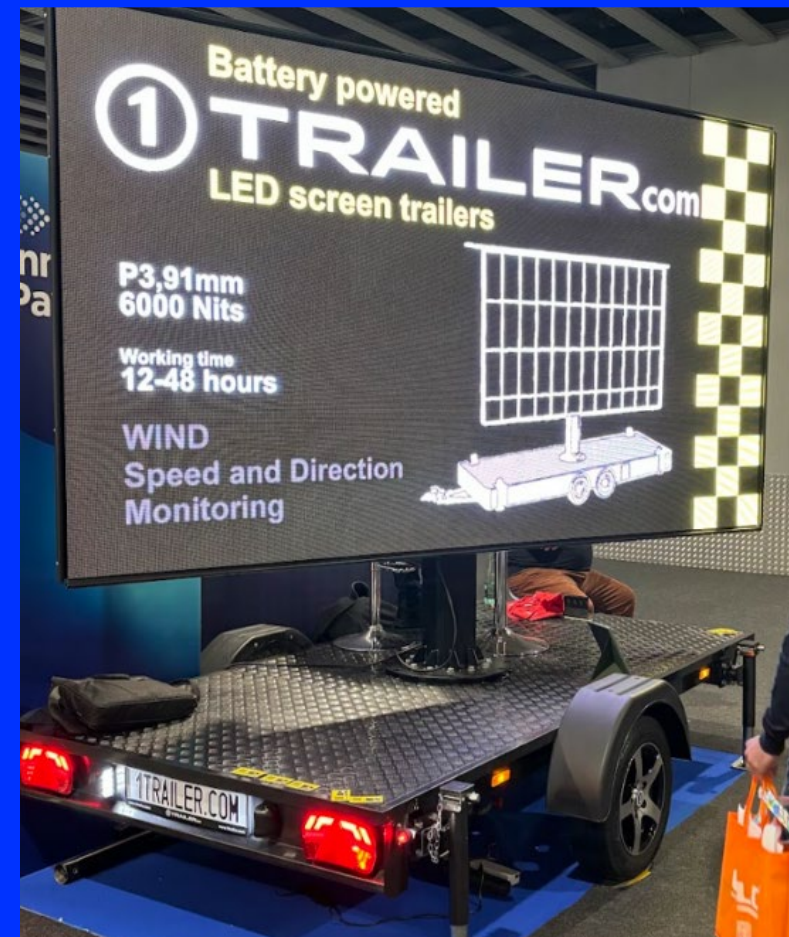
E-paper

Only minor updates compared to last year. Refresh rates have improved slightly, but no significant breakthroughs. There appears to be some market hesitation – possibly due to pricing.



Battery-powered LED

These solutions enable fully mobile installations — ideal for temporary campaigns, events, and outdoor activations where power access is limited.



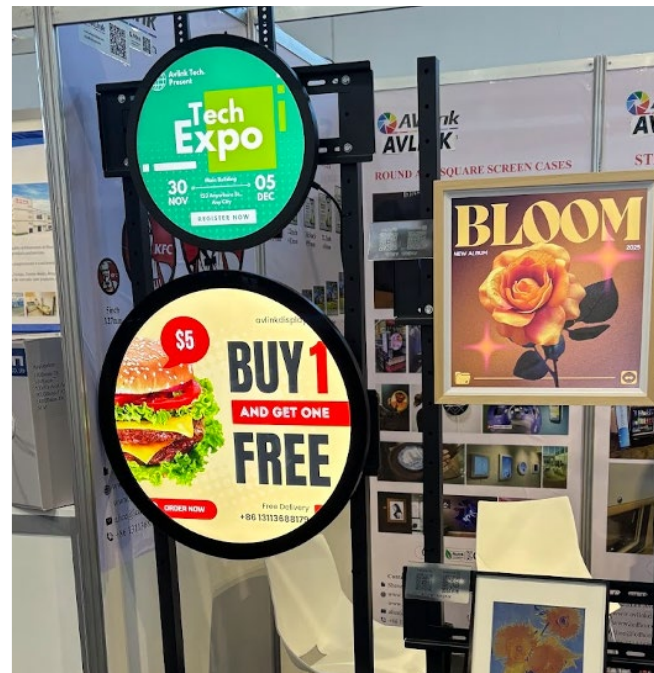
Holo-grams

Holographic displays continue to evolve. We saw several solutions combining transparent displays with floating 3D content, creating strong visual impact in retail and exhibition environments.



Alternative formats

Displays are no longer limited to traditional rectangular formats. Circular and custom-shaped screens open new possibilities for creative integration and brand storytelling.



Wood-like LED

A digital display solution with a natural wood aesthetic. Combines an analogue aesthetic with digital flexibility. An interesting hybrid between digital and analogue expression.



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For more than 30 years, LCDMEDIA has been at the forefront of digital innovation, delivering high-quality AV-solutions that enhance customer engagement, efficiency, and virtual experiences across various industries.

Our expertise lies in designing, implementing, and maintaining quality audio-visual hardware and interactive solutions that seamlessly integrate with your room interior.



Curious?

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Let's meet.



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Enjoy.

