**Interactive Whiteboard Market Research Report – Forecast to 2023**

**Market Synopsis of Global Interactive Whiteboard Market**

**Market Scenario**

The global interactive whiteboard market is projected to witness a rapid growth during the forecast period owing to the increasing demand for cloud-based interactive whiteboard across various end users. The market has gained a considerable acceleration due to the growing demand for gamification and digital classrooms and increasing popularity of interactive whiteboard with artificial intelligence.

The global interactive whiteboard market is fragmented with the presence of a large number of small and large industry competitors. Samsung Group, LG Electronics Inc., Panasonic Corporation, NEC Corporation, The Ricoh Company, Ltd., Google LLC, Cisco System, Inc., Microsoft Corporation are a few major players in the global interactive whiteboard market. On May 16, 2018, Microsoft Corporation unveiled a new product in their portfolio — Surface Hub 2 interactive whiteboard featuring a 4K+ 50.5" touchscreen display and supported tiling. Microsoft is offering this product especially for professionals to work creatively and collaboratively.

By technology, the infrared technology is expected to hold the largest share of the global interactive whiteboard market. This is owing to the increasing adoption of virtual learning courses and e-learning and the growing penetration of digital vision touch technology. This technology offers touch-sensitive displays which enables the freedom of learning activities. This technology is attached with digital cameras and software that control contact of a finger, stylus, and pointer on a display.

**Industry News:**

May 2018: Acer Inc., a Taiwan based multinational hardware and Electronics Company, introduced a new school program that supports schools to implement a new teaching and learning environments. The software solutions and apps are designed to support always-connected learning environments, including Acer Smart Touch that turns any flat surface into an interactive whiteboard and DADA that helps to deploy education Apps on Android tablets.

February 2017: IBM Corp. entered into partnership agreement with The Ricoh Company, Ltd. to introduced an interactive whiteboard that leverages the power of supercomputer and its artificial intelligence. This whiteboard translates verbal communications in real time into a multitude of languages.

January 2017: Cisco System, Inc. launched Spark Board, incorporated with interactive whiteboard capabilities, for whiteboard-based collaboration and Spark Meetings to offer a new way of understanding and developing the learning skill among people.

The Global Interactive Whiteboard market is expected to grow with a CAGR of approximately 5% during the forecast period 2017-2023.
Global Interactive Whiteboard Market

Some of the prominent players in the global interactive whiteboard market are Hon Hai Precision Industry Co., Ltd. (Taiwan), Hitachi, Ltd. (Japan), Samsung Group (South Korea), LG Electronics Inc. (South Korea), Panasonic Corporation (Japan), NEC Corporation (Japan), The Ricoh Company, Ltd. (Japan), Google LLC (U.S.), Cisco System, Inc. (U.S.), Smart Technologies Corporation (U.S.) and Microsoft Corporation (U.S.) among others.

Segmentation of Global Interactive Whiteboard Market

The global interactive whiteboard market is segmented by type, technology, screen size, end-user, and region. By type, the market is segmented into interactive ceramic board, IR Boards, and EM Boards. Based on technology, the market is segmented into infrared, resistive membrane, ultrasonic, electromagnetic, and laser scanner. Based on screen size, the market is segmented into Up to 69", 70" to 90" and Above 90". Based on end-users, the market is segmented into education, corporate, government, and others. The Education segment is further segmented into Pre-K-12 and higher education. The market is covered across regions including North America, Europe, Asia Pacific, and Rest of the World.

Regional Analysis

The global interactive whiteboard market is studied for Asia Pacific, North America, Europe, and Rest of the World. North America is estimated to account for the largest share of the market and is also expected to grow with the fastest rate during the forecast period. The growth of the market in North America is attributed to the increasing demand for interactive whiteboard in the education sector. North America is followed by the European region, where the market of interactive whiteboard is gaining momentum due to increasing adoption of intelligent whiteboards in Pre-K-12 and higher education. Whereas, in Asia Pacific countries including China, Japan, and India among others, the market is also growing due to advancements in the electronics industry.

Intended Audience

- Technology Investors
- Research/Consultancy Firms
- Consulting Service Providers
- System Integrators
- Interactive Whiteboard Solution Providers
- Cloud Service Providers
- Technology Providers
- Interactive Whiteboard Providers
- Universities and research organizations
- Investors and venture capitalists
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