

CASE STUDY

IKEA SERBIA

Project Description

Hisense DM Series digital signage has been installed at IKEA in Serbia to deliver clear, real-time product information and promotional content to shoppers. With vibrant visuals, centralized remote management, and reliable continuous operation, the DM Series enhances the in-store experience while simplifying content updates across the retail environment.



Project details

Project Name	IKEA Serbia
Project Date	March 2026
Application Scenarios	Retail
Location	Serbia
Product Installed	50DM66D x3