



Press Release – for immediate release

## Digital Signage Summit reveals retail roadmap

*Europe's leading strategy conference updates the digital narrative*

**MUNICH, 6 AUGUST 2018:** The Digital Signage Summit Europe 2018 provided invaluable takeaways into the evolving digital signage and digital out of home (DooH) industries during the comprehensive two-day conference.

Attendees gathered at the new venue for 2018, the Sheraton Hotel, Frankfurt Airport, Germany, on 4-5 July to benefit from over 40 leading digital signage and DooH individuals exploring market trends and identifying growth areas. DSS Europe delivered a twin-track of keynote conferences, as well as exciting panel discussions, presentations, and new 'hands-on' workshops.

Close to 500 registrants participated in the conference and co-located expo, which featured renowned companies such as NEC, Samsung, LG Electronics, Philips Professional Display Solutions, Elo Touch, Sharp, BenQ and Epson. With a host of new, innovative solutions on display, delegates were able to combine new ideas and technologies to form future business plans and capitalise on this ever-expanding market.

Florian Rotberg, Managing Director, invidis consulting and DSS Europe 2018 Chair, commented: "DSS Europe 2018 delivered its promise to retailers, integrators and manufacturers for a technology focussed business roadmap. The conference explored how digital storytelling and digital touchpoints are adding real value and 'Changing the Narrative' using technology to improve customer engagement."

The conference deconstructed how digital storytelling combined with technology can add value for customers and help brands to maintain a narrative in the online and offline worlds. With e-tailers becoming more influential, traditional retailers are looking at ways in which physical stores can become experiential destinations to drive further in-store purchases. The programme of talks, and case study presentations provided attendees with the opportunity to learn from market experts.

Customers now expect more than just a wow factor from technology, with digital signage, LED, OLED, electronic shelf labels, AR and VR just some of the many technologies that are available to retailers to make use of within a retail store.

“Retailers today are looking for new ways to create unique user experiences,” Rotberg continued. “By integrating new technologies and increasing digitalisation in a value-creating way, ‘story telling’ becomes the key to this success.”

The panel discussion ‘Rebooting Experiences - The Future of Consumer Connection’ saw experts sharing their knowledge on the consumer experience, and how this is dominating the retail and advertising sectors today and into the future. Panellists included Alastair Kean, Development Director at Dalziel & Pow, Florian Rotberg and Richard Offermann, Managing Director of Ströer Digital Group.

Similarly, Raphael Gielgen, Head Research and Trend Scouting at Vitra discussed how innovative technology is impacting how we learn, to how we work and where we live. Attendees to this talk learnt how digital signage can create a new driver for the economy by breaking out of the ordinary workday environment.

“Attendees at DSS 2018 gained a thorough insight and understanding of how digital signage can be integrated into a number of market sectors. Tomorrow’s most successful companies are driven by curiosity and creativity, so retailers need to be aware of the challenges, the solutions, and how to take advantage of this today,” concluded Rotberg.

Mike Blackman, Integrated Systems Events Managing Director, commented: “As the leading strategy conference for this vibrant market sector, DSS Europe continues to set the agenda for the digital signage and DooH industry in Europe. The 2018 edition was incredibly successful, with a strong conference programme and exhibition of the latest technologies and solutions, all hosted in a brand-new venue. We’d like to thank our supporters who contributed to this success, and look forward to seeing integrators, end users and manufacturers at the next event.”

A key highlight of DSS Europe included the annual Invidis awards, which took place on the evening of the first day of the conference. The winners of each category were as follows: - **Displays (DACH):** Samsung Electronics, **Software (DACH):** mdt Medientechnik, **Medioplayer (DACH):** Giada (CONCEPT International), **Integrators (Germany):** xplace, **Integrators (Austria):** feratel media technologies, **Integrators (Switzerland):** JLS Digital.

The two-day event concluded with a personalised, behind the scenes tour of Frankfurt Airport. Attendees were able to take in the digital signage and DooH solutions on site, and understand how the systems work within one of Europe’s busiest airports.

DSS Europe 2018 is a joint venture between Integrated Systems Events, the producer of the Integrated Systems Europe exhibition, and invidis, a Munich-based digital signage consultancy. DSS Europe 2018 was the 13<sup>th</sup> edition of the hugely successful event.

The next Digital Signage Summit takes place during ISE on 6 February 2019 at RAI, Amsterdam.

For further information on the Digital Signage Summit events, please visit:  
[www.digitalsignagesummit.org/europe](http://www.digitalsignagesummit.org/europe)

**Ends**

**Additional information is available from:**

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[Click here](#) to download high resolution images and logos.

**About Integrated Systems Events:**

Integrated Systems Events organises, manages and develops leading business-to-business events for the professional audiovisual, electronic systems integration and IT industries. Integrated Systems Events was established in 2003 as a joint venture of two trade associations CEDIA and InfoComm International, and has grown every year since. With employees engaged in sales, operations, marketing and content development across Europe, we are a truly international company with an international reach.

Our flagship event, Integrated Systems Europe, is the best-attended AV trade show anywhere in the world, attracting over 80,000 attendees and almost 1,300 exhibitors to its Amsterdam location every February. The yearly Smart Building Conference brings together the top thinkers in the residential and commercial “smart” industries. And we continue to expand - with our partner invidis consulting, we host successful Digital Signage Summits in Europe, America and Russia. Visit [www.isevents.org](http://www.isevents.org).

**About invidis consulting:** invidis consulting is one of Europe’s leading boutique strategy consultancies for digital signage, retail technology and digital disruption. The Munich-based firm was founded and is headed by Florian Rotberg. The team of industry experts advise global clients across EMEA and beyond in strategy, M&A and experience design. As digital architects invidis provides indispensable know-how to retailers and shopping centre operators. invidis also provides valuable insights with exclusive digital signage market research for Europe and the Middle East. Market information and industry business climate indexes are published year-round online as well as part of the invidis annual Digital Signage Yearbook. The German and English language publication has been published annually for eight years and is considered the industry bible. invidis founded the DSS conference series in 2006 as a small conference in Munich. Since then the event has grown to the leading digital signage conference in Europe. DSS is now part of a joint venture with Integrated Systems Europe. Additional information is available at [www.invidis.de](http://www.invidis.de)

**About AVIXA:**

AVIXA™ is the Audiovisual and Integrated Experience Association™, producer of InfoComm tradeshows around the world, co-owner of Integrated Systems Europe, and the

international trade association representing the audiovisual industry. Established in 1939, AVIXA has more than 5,400 members, including manufacturers, systems integrators, dealers and distributors, consultants, programmers, live events companies, technology managers, content producers, and multimedia professionals from more than 80 countries. AVIXA members create integrated AV experiences that deliver outcomes for end users. AVIXA is a hub for professional collaboration, information, and community, and the leading resource for AV standards, certification, training, market intelligence and thought leadership. Additional information is available at [avixa.org](http://avixa.org).

**About CEDIA®:**

CEDIA is the global trade association and central touch point for 3,700 member companies who design, manufacture, and install technology for the home. CEDIA is committed to helping members at every level set a pathway to prosperity by offering industry-leading education, training, and certification; delivering market intelligence through proprietary research; providing opportunities to foster community within the channel, and cultivating awareness with industry partners and consumers. CEDIA founded the largest annual residential technology show, now in its 28th year, and co-owns Integrated Systems Europe, the world's largest AV and systems integration exhibition. CEDIA members deliver technology solutions that allow people to have their best moments in life from the comfort of their own home. Life Lived Best at Home. To learn more about CEDIA, visit [www.cedia.net](http://www.cedia.net).