



PRESS RELEASE - FOR IMMEDIATE RELEASE

DSS Europe 2019 will put the customer first

Summit will highlight technologies for creating personalised retail experiences, including AI

MUNICH, 22 MAY 2019: At this year's Digital Signage Summit Europe, more than 30 experts will explore how the Digital Signage and Digital out of Home industry can create better customer experiences.

DSS Europe is the leading European strategy event exploring the business and technology of Digital Signage and Digital-out-of-Home (DooH). Now in its 14th year, it provides a unique mix of keynotes, conference channels, awards and exhibition showcase involving some of the world's leading digital signage experts, thought leaders and leading technology and service suppliers. It is held in a five-star airport hotel, ensuring a premium environment ideal for both learning and networking.

The theme of this year's DSS Europe conference is '*Customer Centricity in the Age of Personalisation, Experiences and AI*'. The two-day event will explore tools for creating customer-centric experiences, present best practices in artificial intelligence-powered analytics, and discuss digital trends and drivers in various vertical markets.

DSS Europe takes place on **3-4 July 2019** and returns to the recently extended **Hilton Munich Airport**, Germany. The event is a joint venture between Integrated Systems Events, producers of the Integrated Systems Europe exhibition, and invidis consulting, a leading German digital signage consultancy.

Florian Rotberg, Managing Director of invidis consulting, commented: "Digital Signage Summit Europe comes at a very exciting time for the industry. At last, solutions are coming on stream that promise to deliver the personalised customer journeys that the industry has been seeking for many years – and deliver them in new and different ways. At the same time, the digital signage value chain continues to evolve as new players enter the market and established players re-examine how they can best add value."

Mike Blackman, Managing Director of Integrated Systems Events, commented: "The Digital Signage Summit is simply the best business strategy conference out there for Digital Signage and Digital out of Home professionals. Our partners at invidis consulting know the industry better than anyone, so attendees can look forward to two days packed with insights and best practices that will help their businesses to thrive in this rapidly changing market."

Conference Programme

Customer Centricity in the Age of Personalisation, Experiences and AI: Digital concepts for retail customer journeys are increasingly being designed by global agencies and professional service organisations that may struggle with the unique challenges of digital signage. What are the preferred tools for designing customer centric experiences? The Summit will analyse, discuss and compare digital experience platforms and the role of digital signage software.

AI enables integrators and customers to obtain valuable insights from the millions of data points collected by instore sensors. Following years of frustration, the time is ready for analytics and the 'instore cookie'. DSS Europe will present best practice approaches and the lessons that have been learned, as well as a panel on addressing the concerns of the public about analytics, particularly with regard to privacy and data protection.

Also on the agenda will be sessions on the requirements for outdoor signage, and on consolidation and changes in the digital signage value chain.

Keynote Speakers at DSS Europe are:

- Gary Kayye, Co-Founder & Director, THE rAVe Agency; Kayye will unveil new best practices for Digital Signage and DooH agreed by five industry trade associations
- Louise Richley, Managing Director, Beyond Digital Solutions; Richley's keynote is entitled 'How to Pitch'
- Stephen Gottlich, Senior Vice President, Gable; Gottlich will speak about 'The Convergence of Industries in the Visual Communications World'
- From invidis consulting, Florian Rotberg, Managing Director, and Stefan Schieker, Partner, will give keynotes on the factors driving market growth and on the role of digital in customer journeys and personalisation.

Visitor Demographics

More than 400 delegates are expected to attend DSS Europe 2019. Typically, these consist of integrators, hardware and software manufacturers, end customers, agencies, network operators and marketers.

Exhibition

Running parallel to the conference, an exhibition takes place on both days with leading Digital Signage companies showcasing their technologies and solutions: including displays, touch solutions, signage accessories, software and hardware.

Confirmed exhibitors for DSS Europe are:

Dynascan, NEC Display Solutions, iiyama, Sharp, Epson, HAGOR, LG, Lindy, Peerless-AV, Sharp, Telelogos, TOUCH PERFECT, AXIOMTEK, CONCEPT International, Intuiface and Novisign.

The DSS Europe floorplan can be found at

<https://www.iseurope.org/FX/DSSE2019/exfx.html#floorplan>

Networking and Evening Event

On both days, there will be an extensive networking lunch as well as an afternoon break. On 3 July, the day closes with an evening event to which all conference visitors are invited. In addition to launch of the annual 'invidis Digital Signage Yearbook', visitors will be able to enjoy first-class catering. The evening event will take place in the nearby Airbräu Munich Airport.

Conference App: Whova

The Whova conference app will be available for use before, during and after DSS Europe. All registered DSS Europe visitors and exhibitors will be automatically added to the Whova app. The app will provide various useful tools, including:

- Conference Programme
- Build Your Own Agenda
- Exhibition Area Floorplan
- Event Bulletin Board
- Communication with Attendees and Exhibitors

Hilton Munich Airport

The five-star Hilton Munich Airport is conveniently located between Terminals 1 and 2 – and as the location for Digital Signage Summit Europe, it's also the most convenient choice for attendees to stay.

The hotel has a vast, beautiful atrium flooded with natural light and decorated with 20 palm trees. Guests can enjoy the Fit & Fly spa, a 24-hour gym, and an elegant restaurant offering international cuisine. Hilton Munich Airport also boasts excellent transport links, offering easy access to Munich attractions, shopping, and dining in the city centre.

Attendees at Digital Signage Summit Europe will be able to stay in a King Guest Room at the summit venue hotel at a special DSS Europe rate of €199 per night, including breakfast. Bookings can be made online at <http://bit.ly/dss-hilton>. A credit card will be needed to secure a reservation.

Tickets

The DSS Europe conference ticket allows access on both days to the conference and exhibition area, as well as to the evening event on 3 July. Included in the conference ticket price are all beverages, lunch on both days and food and beverages at the evening event.

The standard ticket price is €750 (plus VAT).

AVIXA members and CEDIA members can enjoy a 30% discount (ticket price €525 plus VAT).

For further information and registration for the event, please visit <https://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.

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 nine 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

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.

About CEDIA™:

CEDIA is the international 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 30th 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.