



PRESS RELEASE - FOR IMMEDIATE RELEASE

## DSS Europe 2017: positive signs for business growth

### *New venue and 'exhibition only' ticketing for leading Digital Signage and DooH event*

**MUNICH, 17 MARCH 2017:** Digital Signage Summit Europe, the leading business strategy conference for Digital Signage and Digital out of Home professionals, is expanding its reach and influence with the announcement of an ambitious development plan for its **next two-day event**.

The 11th edition of DSS Europe will make its debut in the prestigious **ICM - Internationales Congress Center München** on **5-6 July 2017**. In addition to a two-day conference programme, DSS Europe 2017 will feature an **expanded exhibition area** showcasing leading digital signage manufacturers, products and solutions in a venue ideally suited for this purpose. For the first time in the event's history, visitors will have the option to attend either the exhibition show floor, the conference or both.

DSS Europe 2017 is a joint venture between Integrated Systems Events, the producers of the Integrated Systems Europe tradeshow and invidis consulting, a leading digital signage consultancy. Together they produce the **Digital Signage Summit Series** of events which includes DSS at ISE (Amsterdam); DSS MENA (Dubai); DSS Russia (Moscow); DSS InfoComm (Orlando); DSS Brazil (Sao Paulo); DSS Mexico (Mexico City) and DSS Africa (Johannesburg). The DSS Europe 2017 event is the signature conference of the series and one that has quickly evolved since ISE and invidis consulting formulated their partnership two years ago.

Integrated Systems Events Managing Director Mike Blackman commented: "The move to the ICM was primarily due to the success of DSS Europe - we had simply outgrown our previous venue. Plus, there was a desire from delegates, sponsors and exhibitors that we take the event to the next level and reach out to the wider digital signage and DooH

community. The relocation has allowed us to create a 'standalone' exhibition within DSS Europe and the opportunity for greater numbers of people to attend it. At the same time, we are developing and investing in the conference so that its value continues to grow year on year."

The conference will take place directly above the exhibition floor and will feature over 40 of the world's leading digital signage and DooH thought leaders and experts. The content theme for 2017 is Digital Signage at the Crossroads – New Technologies, Changing Demands and Market Consolidations. Day One's twin-tracks will cover DooH and Smart Cities while Day Two will explore Digital Signage and Retail Technology.

As in previous years, the conference will feature a wide variety of presentations, case studies and roundtables, an awards ceremony and the launch of the invidis Digital Signage Yearbook. A key component of DSS Europe 2017 will be the provision for extensive networking between delegates, sponsors and exhibitors. invidis consulting Managing Director Florian Rotberg will chair the event and will also present a keynote speech.

Rotberg said: "This year's DSS Europe will deliver the most insightful programme so far in a period in the industry when technology providers are being challenged with creating new solutions for business, homes and cities. It's an exciting time and a period where specialist information and insight is invaluable. We will shine a spotlight on the key areas of the marketplace and the opportunities that are available."

Confirmed speakers so far include: Stewart Caddick, Connectiv; Bob Raikes, Meko; Thomas Just Rasmussen, Intersport Group and Abdul Bakhani, Digital Communication LLC.

Rotberg concluded: "Whether you come to the conference, or the show floor, or both, the experience you have at DSS Europe 2017 will be richer and more rewarding than ever before."

**'Early-bird' registration** for the conference and exhibition is now open and the special reduced price of 483 € + VAT is valid until 30<sup>th</sup> April 2017.

For details on ticket options and prices, as well as registration for the event, please follow the below link: <https://digitalsignagesummit.org/europe/#tickets>

## **Ends**

### **Additional information is available from:**

Stefanie Hanel, Director of Marketing, Integrated Systems Events: [shanel@iseurope.org](mailto:shanel@iseurope.org)

Florian Rotberg, Managing Director, invidis consulting: [florian.rotberg@invidis.com](mailto:florian.rotberg@invidis.com)

[Click here](#) to download DSS Europe logo and images

**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 70,000 attendees and more than 1,100 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, Russia, the Middle East and Africa.

**About invidis consulting:**

invidis consulting GmbH is one of the leading European consulting companies for Digital Signage and Digital out of Home. invidis consulting has been operating in the market for more than nine years. Unlike other IT consultants, the company defines Digital Signage as a means of communication. From invidis consulting’s perspective, Digital Signage requires a communication strategy, a concept and the technology to match. The medium is therefore looked at holistically. invidis consulting is split into the areas: Consulting, Research and Communication & Events. For more information visit [www.invidis.de](http://www.invidis.de).

**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 27th 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).

**About InfoComm International®:**

InfoComm International is the trade association representing the professional audiovisual and information communications industries. Established in 1939, InfoComm has more than 5,000 members representing over 70,000 AV professionals worldwide, including manufacturers, dealers and distributors, systems integrators, independent consultants,

live events companies, content producers, and end users from more than 80 countries. The association's training, certification, and standards programs are the benchmark of excellence for AV professionals, while its market intelligence informs business decisions daily. InfoComm International is the founder of InfoComm, the largest exhibition for AV buyers and sellers worldwide. InfoComm also produces trade shows in Europe, Asia, Latin America, and the Middle East. Find out more at [www.infocomm.org](http://www.infocomm.org).