



PRESS RELEASE - FOR IMMEDIATE RELEASE

DSS Europe: Setting the agenda for Digital Signage and DooH

Two compelling days of conference, exhibition and networking

MUNICH, 30 MAY 2017: Digital Signage Summit Europe (DSS Europe), the leading business strategy conference for Digital Signage and Digital out of Home professionals, is set to deliver an unprecedented level of market intelligence, networking opportunities and product showcasing when it takes place at the ICM - Internationales Congress Center München on **5-6 July**.

The conference theme is *Digital Signage at the Crossroads – New Technology, Changing Demand and Market Consolidation*, with specific focus on the evolutionary role of Digital Signage in a business and retail environment that increasingly embraces audio and augmented reality.

DSS Europe Chairman Florian Rotberg commented: "DooH, Smart Cities and Retail Technology are part of the same technological and business ecosystem and are all going through a rapid phase of development. We have created a compelling conference programme that will show where these sectors overlap, what can be learned and the business opportunities that will follow."

On both days the **twin conference tracks** will cover DooH and Smart Cities in one track and Digital Signage and Retail Experiences in the other. Via a mix of, presentations and panel discussions, over 40 leading experts will identify the strategies capable through the use of Digital Signage and DooH technologies.

The Summit will kick off with an **Opening Keynote from Florian Rotberg** on '*Blending the Experiential with the Transactional*'. He will reveal how in-store retail concepts can keep one step ahead of the online alternatives. This theme will be further explored by Sabine

Krieg, Global Head of Segment Retail, Vitra International, whose presentation on '*Global Market Drivers*' will identify how 'bricks and mortar' stores must provide added value and a multi-sensory environment that includes the magic ingredient of human interaction.

Other key, retail focussed presentations include a joint case study from Mark Grady, Google's Head of Android and Chrome Enterprise Channel and Fourcast's Business Development Manager, Valon Rexhapi on '*How Toyota Scaled from 1-10,000 Screens with Google Chrome for Signage*'. In addition, Ansorg's Lighting Designer Niklas Reiners, will present, '*Fitting Room 4.0 - Elevating the Shopping Experience. How Light and Digital Impacts the Purchasing Process.*'

Highlights of the DooH and Smart Cities track includes '*The Connected Stadium: What We Have Learned from Deploying IPTV and Digital Signage at 50 Sports Stadia and Arenas*', from Tripleplay CEO, Steve Rickless. This will be complimented by '*The Future of Smart Cities Looks Bright, Connected and Very Smart*', a presentation to be given by Marcel Blume, Lead IoT Site Manager, Bulgaria for Frenus. He will discuss current developments and investments, lighthouse projects, innovation and their potential impact on the retail industry.

For the first time DSS Europe will explore the world of immersive technology in the form of a session from Holovis, Enterprise Business Development Director, Dave Elliot. He will present, '*Immerse Yourself into the Future of Digital Signage*' and show how healthcare and construction businesses are using the latest augmented, virtual and mixed reality products and solutions to get ever closer to their customers, and what this might mean for the Digital Signage market.

Other confirmed speakers include senior representatives from: - Vectorform, Connectiv, Visualize, Matrox, APG/SGA, Tripleplay, MultiQ, Zeta Display, MOOD, Link Institut, Trison Worldwide, ResultMC, InfoComm International, Gundlach SEEN Media, Snakeware, Intersport Denmark, DOOH.IT, CHG-Meridian, Meko, Digital Communication and Add Reality.

Extensive Networking and Matchmaking will take place throughout both days of the Summit. There will also be an evening **Awards Ceremony and Reception sponsored by InfoComm International accompanied by the launch of the invidis Digital Signage Yearbook.**

Visitors to DSS Europe will have the option to attend just the exhibition show floor, or the conference and exhibition. The exhibition area will feature leading manufacturers and service companies for the Digital Signage and DooH market. Some of the confirmed exhibitors include: - ASUS, ATEN, BenQ, Scala, Sharp Business Solutions Deutschland, Philips Professional Display Solutions, Samsung, NEC Display Solutions, LG Electronics Deutschland, Infinitus and InfoComm International.

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.

Integrated Systems Events Managing Director, Mike Blackman, commented: “The combination of a two-day conference packed with leading experts and a show floor that will showcase top Digital Signage and DooH vendors is a unique combination and one that we are very proud to deliver.”

For more details on the conference programme and exhibitors please follow the link:
www.digitalsignagesummit.org/europe

DSS Europe 2017 **Conference ticket** price: **690 EUR**
(Valid for two days, conference programme incl. catering, evening event and exhibition)

DSS Europe 2017 **Exhibition ticket** price: **29 EUR**
(Valid for two days, access to exhibition-only)

Ends

Additional information is available from:

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[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.

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.

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.