



PRESS RELEASE - FOR IMMEDIATE RELEASE

## DSS Europe 2018 set to change the narrative

### *New venue and workshops for leading Digital Signage and DooH event*

**MUNICH, 24 APRIL 2018:** At this year's Digital Signage Summit Europe, more than 40 experts will explore the most compelling business strategies in the international Digital Signage and Digital out of Home industry.

DSS Europe focuses on a conference theme of '*Digital Storytelling – Changing the Narrative with Digital Signage.*' The two-day event will explore how digital storytelling and digital touchpoints are adding value through improving customer engagement and bridging the online and offline worlds.

**DSS Europe** takes place on **4-5 July, 2018** at the **Sheraton Hotel, Frankfurt Airport, Germany**. This will be the first time DSS Europe will be staged in a city other than its long-term Munich base. 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, invidis consulting commented: "This year's DSS Europe will explore how the latest digital signage technologies and business strategies are invigorating the retail sector and also how these are being absorbed by other market sectors where 'story telling' and clear communications are key parts of their offerings. We will have two days of panels, presentations, awards and numerous networking opportunities. DSS Europe will be the place to learn, do business and to have some fun!"

Mike Blackman, Managing Director, Integrated Systems Events commented: "Each year DSS Europe delivers exclusive thought leadership and a unique business roadmap of the digital signage market. Plus, it offers a unique showcase of the latest technologies and solutions from both established market leaders and exciting start-ups. It's a compelling combination."

### **Conference Programme**

**Digital Storytelling – Changing the Narrative with Digital Signage:** Today's consumers live in an experience-driven society. Digital pioneers like Amazon are continuously raising the bar in functionality with virtually unlimited space and product ranges, personalised

services and ever faster delivery. In response, the offline world, across all platforms, is focusing on real life experiences. Digital touchpoints are an essential part of the customer journey and connect the online and offline experience.

Confirmed Keynote Speakers include:

- Raphael Gielgen, Trendscout, Vitra
- Richard Offermann, Managing Director Client Sales, Ströer
- Thomas Koch, Managing Partner, TKD Media
- Michael Schneider, Senior Experience Designer, AV Technical Strategist, ESI Design
- Florian Rotberg, Managing Director, invidis consulting
- Stefan Schieker, Managing Director, ResultMC

Additionally, there will be the addition of new ‘hands-on’ workshops which will cover a range of topics including:

- Delivering Experiences
- Digital Signage and ROI
- Scent, Sound and Lighting
- Artificial Intelligence

### **Visitor Demographics**

For DSS Europe 2018, over 500 delegates are expected to attend. Typically, these consist of: integrators, hardware and software manufacturers, end customers, agencies, network operators and marketers. Due to the expanded content reach of this year’s event, DSS Europe will also be targeting architects, shop fitters and retail experts.

### **Exhibition**

Running parallel to the conference, an exhibition takes place on both days with more than 30 leading Digital Signage companies showcasing their technologies and solutions. In addition to Digital Signage market leaders Samsung, NEC and LG, there will a number of specialist solutions providers present. These include: Dynascan, which offers light-intense high brightness displays; iiyama, which specialises in touchscreens; and imaging expert Epson. Plus, attendees can experience first time exhibitors such as media furniture provider, VCM Morgenthaler.

Confirmed exhibitors for DSS Europe are:

Samsung, NEC, DynaScan, iiyama, Sharp, Navori, BenQ, Epson, Hagor, Peerless-AV, Lindy, VCM Morgenthaler, Concept, Stino and Matrox.

The DSS Europe floorplan can be located here: <http://www.iseserver.de/dsse2018/>

### **Networking and Evening Event**

On both days, there will be an extensive networking lunch as well as a break in the afternoon. On 4 July, the day closes with an evening event to which all conference visitors are invited. In addition to the presentation of the ‘invidis Digital Signage Awards’ and launch of the ‘invidis Digital Signage Year Book’, visitors will be able to enjoy first-class catering. The evening event will take place in the Sheraton Hotel.

### **Conference App: Whova**

The conference app Whova 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

### **Sheraton Hotel and Frankfurt Airport**

The Sheraton Hotel is a five-star hotel and is the only hotel at Frankfurt Airport that is directly connected to Terminal 1. A regional and long-distance train station is only a few steps away from the hotel. Arrival by car can be made easily via a motorway connection. There are also plenty of parking spaces. Further information can be found here:

<http://www.sheratonfrankfurtairport.com/en/arrival-and-directions>

Conference visitors that would like to stay in the Sheraton Hotel can book their room through a dedicated website for the price of €144 (single room incl. breakfast and VAT):

<https://www.starwoodmeeting.com/Book/dss>

### **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 4 July. Included in the conference ticket price are all beverages, lunch on both days and food and beverages at the evening event.

Conference tickets are available until **30 April** with an **Early Bird Discount** of 35% (€448.50 plus VAT).

The standard ticket price is €690 (plus VAT).

For further information and registration for the event, please visit

<https://digitalsignagesummit.org/europe/>

### **Ends**

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

Jörg Sailer, Director of Conferences, Integrated Systems Events: [jsailer@iseurope.org](mailto:jsailer@iseurope.org)

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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).