



Press Release – for immediate release

## **ISE takes majority share in invidis consulting digital signage conference**

*Joint venture with leading conference producer is springboard for international expansion*

**AMSTERDAM, 11 FEBRUARY 2015:** Integrated Systems Events, the company that produces the ISE exhibition, announced today that it has entered into a joint venture agreement with invidis consulting to take a majority share in respect to its Digital Signage Conference, an annual event that takes place in Munich, Germany.

The Digital Signage Conference, run in cooperation with trade association OVAB Europe, is taking place this year on 14-15 September at the Hilton Airport Hotel, Munich. It will feature a mix of presentations and workshops on digital signage and DooH technology and business topics.

Invidis is a research and communications business specialising in digital signage and Digital-out-of-Home (DooH). It launched the Digital Signage Conference in 2007. Invidis has been a regular ISE partner in recent years and has run several successful digital signage programmes and installation tours around the exhibition.

Integrated Systems Europe is Europe's largest trade show for AV and systems integration and is the largest digital signage exhibition in the world, with 446 digital signage relevant exhibitors at ISE 2015. It is co-owned by InfoComm International and CEDIA.

ISE Managing Director Mike Blackman commented: "invidis consulting is recognised as a leading expert in the provision of content and analysis of the digital signage marketplace while ISE excels at AV event management. There will be many synergies and growth opportunities to come from this move and it further demonstrates ISE's ambition to be at the forefront of providing market intelligence and thought leadership in the sectors in which it operates."

He continued, "For existing clients of invidis consulting it will be 'business as usual'. All of the existing staff and management team that work on the conference will remain in place." Florian Rotberg, invidis consulting Managing Director, added: "The Digital

Signage Conference in Munich has increasingly become an international event so joining with ISE to build on our current position and to develop the conference brand internationally represents the perfect partnership.”

The Munich event in 2015 will be followed by launches in the Middle East and Russia.

**Ends**

**Additional information is available from:**

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

**About Integrated Systems Europe:**

Launched in 2004, ISE is Europe’s largest tradeshow for the professional AV and electronic systems industry. ISE 2015 will take place from 10-12 February 2015, and is expected to draw over 1000 exhibitors and more than 50,000 registered attendees to its Amsterdam RAI location. The event is a joint venture of the Custom Electronic Design and Installation Association (CEDIA) and InfoComm International®. For further information, please visit: [www.iseurope.org](http://www.iseurope.org).

**About CEDIA:**

CEDIA is an international trade association of companies that specialize in designing and installing electronic systems for the home. The association was founded in September 1989 and has more than 3,500 member companies worldwide. CEDIA Members are established and insured businesses with bona fide qualifications and experience in this specialized field. For more information on CEDIA, visit: [www.cedia.org](http://www.cedia.org) or [www.cedia.co.uk](http://www.cedia.co.uk).

**About InfoComm International®:**

InfoComm International® is the international trade association of the professional audiovisual and information communications industries. Established in 1939, InfoComm has 5,000 members, including manufacturers, systems integrators, dealers and distributors, independent consultants, programmers, rental and staging companies, end-users and multimedia professionals from more than 80 countries. InfoComm International is the leading resource for AV market research and news. Its training and education programs set a standard of excellence for AV professionals. InfoComm International is the founder of InfoComm, the largest annual conference and exhibition for AV buyers and sellers worldwide. InfoComm also produces trade shows in Europe, Latin America, the Middle East and Asia. Additional information is available at [www.infocomm.org](http://www.infocomm.org).

**About invidis consulting**

Headquartered in Munich, 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).