



PRESS RELEASE - FOR IMMEDIATE RELEASE

Digital storytelling is a bridge for the online and offline worlds

DSS Europe 2018 will reveal the roadmap for the retail fightback, says Rotberg

FRANKFURT, 28 MAY 2018: Over 40 leading digital signage and digital out of home (DooH) experts will gather over two days in Frankfurt for the Digital Signage Summit Europe 2018 to explore how digital storytelling is changing the narrative for retailers, integrators and manufacturers.

Florian Rotberg, Managing Director, invidis consulting and DSS Europe 2018 Chair, commented: “The conference programme will explore how digital storytelling and digital touchpoints are adding real value and ‘Changing the Narrative’ by utilising digital signage via improving customer engagement and bridging the online and offline worlds. Many retailers are looking at ways in which their traditional stores can become experiential destinations to help drive further in-store purchases.”

DSS Europe 2018 is a joint venture between Integrated Systems Events, the producer of the Integrated Systems Europe exhibition, and invidis, a Munich-based digital signage consultancy. DSS Europe will take place on 4-5 July at the Sheraton Hotel, Frankfurt Airport, Germany.

Rotberg continued: “Digital technology, such as digital signage, electronic shelf labels and new screen technologies such as LED and OLED, needs to inspire visitors to the store, and can’t be used as just a ‘Wow factor’. Finding a balance between customer demands and expenditure, retailers must also place themselves in the shoes of their customers to discover what adds value to this experience?”

“We will show how new technologies and business strategies are being absorbed by many market sectors where ‘story telling’ and clear communications are key parts of their offerings. Attendees to DSS Europe 2018 will get a much clearer vision of the future and how they can shape their own destiny.”

Mike Blackman, Integrated Systems Events Managing Director, commented: “DSS Europe continues to set the agenda for the digital signage and DooH industry in Europe and is

recognised as the leading strategy conference for this vibrant market sector. We have an extremely strong conference programme and a great new venue and location for what promises to be our strongest edition so far.”

Confirmed Speakers Include

- Alastair Kean, Development Director, Dalziel and Pow
- Michael Schneider, Senior Experience Designer, AV Technical Strategist, ESI Design
- Peer Schmitz-Kuo, Director Sales and Marketing, Media Frankfurt
- Raphael Gielgen, Trendscout, Vitra
- Richard Offermann, Managing Director Client Sales, Ströer
- Stefan Schieker, Managing Director, ResultMC
- Thomas Koch, Managing Partner, TKD Media

DSS Europe 2018 will feature two days of panels, presentations, awards, exhibition and numerous networking opportunities. The event will also see the introduction of a series of practical, ‘how to’ style workshops. These include: -

Hands On Sensors: How to work with, and where to place, sensors within a store environment.

Touch Applications: How to engage with your customer using an instore touch application.

Content Design: How to deliver multi-platform content that works for the brand.

Exhibitors such as NEC, Samsung, LG Electronics, Philips Professional Display Solutions, Elo Touch, Sharp, BenQ and Epson will also be showcasing the latest technologies and solutions available to the market in a dedicated exhibition area. The invidis Digital Signage Awards will be held on 4 July and will recognise some of the outstanding digital signage projects completed during the past 12 months.

Tickets to DSS Europe allow 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. The standard ticket price is €690 (plus VAT). For further information, and registration for the event, please visit: www.digitalsignagesummit.org/europe

Ends

Additional information is available from:

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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 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

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 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.