

Press Release – for immediate release

## DSS Europe Goes From Strength to Strength

*Conference explores the age of personalisation and customer experience*

**MUNICH: 19 JULY 2019:** Integrated Systems Events today announced the successful return of the Digital Signage Summit Europe (DSS Europe) to the Hilton Munich Airport hotel. DSS Europe, which took place this year 3-4 July, is Europe’s leading strategy conference for the digital signage and digital-out-of-home (DooH) industry.

In a packed two-day, two track conference programme nearly 500 attendees had registered to hear over 50 expert speakers discuss the latest developments in the digital signage and digital-out-of-home market.

In their keynote presentation, Florian Rotberg, Managing Director, invidis consulting and Stefan Schieker, a partner in the company, presented the most important market trends and current market figures. The global market for large format displays grew 18% to reach a value of €14.6 billion in 2018: EMEA growth was 14%. In EMEA, Germany, Austria and Switzerland accounted for 16% of the market, up 13%, followed by the UK and Ireland with 14% (up 3%) while the Nordic countries comprised 12%, growing by 13%.

In the exhibition area, close to 25 exhibitors – including Diamond Sponsors DynaScan Technology and NEC and Gold Sponsors iiyama, Kitcast and Samsung - were also there to showcase their latest digital signage solutions.

Mike Blackman, Managing Director, Integrated Systems Events, commented: “We mixed the elements of the conference that have always been enjoyed by attendees with new initiatives designed to keep it fresh. And, recognising that networking opportunities are an invaluable element of DSSE, we launched a free MeetToMatch service to make it easier to arrange meetings ahead of the show. The Hilton Airport Hotel was always a firm favourite with attendees because of its location, ease of access, ambience and world class facilities – so when the hotel created additional capacity, we were delighted to be able to return. Our decision to go back was fully justified: the conference was a huge success.”

“There is no doubt that the digital signage market is thriving – and that was confirmed by those who presented at, and those who participated in, this year’s DSS Europe,” said Florian Rotberg, Managing Director, Invidis Consulting. “The theme of this year’s conference was how our industry is rapidly becoming more customer-centric and delivering more individual encounters in an age of personalisation, experiences and AI. Technology is enabling digital signage to communicate with consumers in a way that resonates with and engages consumers like no other medium can – and we’re seeing the results of that in the way the digital signage market is growing.”

Session highlights included, *Cloudy Outlook for Physical Retail? A View on the Store from the Cloud*, presented by Nino Bergfeld, Salesforce’s Senior Manager Retail Industry Go to Market. He explored how the digitisation of (physical) retail and the changing role of the store is a priority for any omni-channel retail executive today. The session showed how many retailers are working hard to change the role of the store from a transactional space to an experience hub

Senior representatives from RCD, Trison, Umdasch Seem Media, Zeta Display and JLS Digital took part in *The M&A Panel: Consolidating the Digital Signage Industry*. They examined how the consolidation of the Digital Signage market is increasingly picking up momentum. The session revealed how Pan-European players are emerging as an answer for customers expecting international integrators.

Gary Kaye, Co-Founder and Director of the rAVe Agency, revealed how a comprehensive compilation of best practices for digital out of home (DooH) media has been published by five leading industry trade groups. *DooH Best Practices* is a collaborative joint venture between the Digital Place Based Advertising Association (DPAA), Digital Signage Federation (DSF), Interactive Advertising Bureau (IAB), Geopath, and Out of Home Advertising Association of America (OAAA).

Dominant topics this year also included the customer journey and customer experience; market consolidation; the emergence of the first digital experience platforms (DXP) that will progressively take over from traditional digital signage content management systems; the growing importance of LED as a screen technology; and how screen prices are expected to see a rapid decrease.

DSSE 2019 saw the return of the Global Round Up Panel, in which a panel of five key figures in the digital signage industry discussed topics including the challenges of doing business in Russia, where there are nine time zones; the impact of Brexit and of a potential trade war between the USA and China; the expectation that, by 2024, digital signage will be the largest of all the professional audiovisual industry segments; the dynamic museums and exhibitions market; and the likelihood of integrators creating truly global alliances.

A fixture of DSS Europe is its annual ‘Invidis Digital Signage Awards’ for the DACH region, and this year for the first time also for the Nordic region. The winners for 2019 were as follows: -

**Integrators:** EMEA, Trison; Nordics, Zeta Display; DACH, Cancom; Germany, Cancom; Austria, Kapsch BusinessCom; Switzerland, JLS. **Displays:** EMEA, Samsung. **Software** DACH, mdt Medientechnik

The next Digital Signage Summit (DSS ISE) takes place during ISE on 12 February 2019 at the Hotel Okura near the RAI Convention Centre, Amsterdam.

For further information on the Digital Signage Summit events, please visit:

<https://digitalsignagesummit.org/>

DSS Europe 2019 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 2019 was the 14th edition of the hugely successful event. DSSE is presented in association with AV industry trade associations AVIXA and CEDIA.

**Ends**

**Additional information is available from:**

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[Click here](#) to download high resolution 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 is a joint venture of the AVIXA and CEDIA trade associations. Its flagship event, Integrated Systems Europe, is the world's largest audiovisual and systems integration trade show. This attracts over 80,000 attendees and 1,300 exhibitors to its Amsterdam location every February. Integrated Systems Events produces conferences that take place at Integrated Systems Europe and elsewhere, bringing together thought leaders and experts from around the world. These events include the Smart Building Conference, the Digital Signage Summit conference series (produced in association with invidis consulting), XR Summit (covering virtual, augmented and mixed reality), Digital Cinema Summit (in association with Digital Cinema Report), Hospitality Tech Summit (in association with HTNG) and the forthcoming Control Room Summit. 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).