



PRESS RELEASE - FOR IMMEDIATE RELEASE

## DSS 2020 – The Show to showcase ‘Digital Experiences for the New Normal’

*Free-to-attend virtual edition of Digital Signage Summit Europe is a two-day, live, online event exploring post-pandemic challenges and opportunities*

**MUNICH 21 JULY 2020:** Europe’s leading digital signage and DooH conference, Digital Signage Summit Europe (DSSE), has an exciting and stimulating line-up for its first virtual event: DSS 2020 – The Show, taking place on 29-30 July.

Presented live from a hybrid showroom/TV studio, the two-day online conference promises a mix of insight into the latest digital signage trends, industry best practice, as well as innovations that reflect the emerging new post-pandemic reality. In a first for the DSS series, the event will be free to attend to ensure the widest possible audience can benefit from the thought leadership on show.

The conference theme is “**Digital Experiences for the New Normal – challenges and opportunities for retail, corporate and public spaces**”. The event will be chaired by digital signage expert Florian Rotberg, Managing Director of event co-organiser invidis consulting. On the programme are more than 40 digital signage experts from the worlds of retail, marketing, systems integration, analysis, manufacturing and architecture.

“In the spirit of industry unity, we have decided to make this year’s event free to attend and open to all,” commented Mike Blackman, Managing Director of Integrated Systems Events, co-organiser of the Digital Signage Summit series. “Solidarity within the digital signage industry is vitally important as we cope with the effects of COVID-19, which have been devastating for many, both personally and commercially. I’m looking forward to getting together virtually with new and existing colleagues to share our individual experiences and learn from some of the best minds in the business.”

As DSS Europe has done for the past 15 years, the two-day conference will cover the full range of topics currently relevant to the digital signage industry and users of digital solutions instore, in the office and in public spaces. Preparations for this new format have been in full

force over the past few weeks and as well as informative keynotes, interactive panel discussions and best practice presentations, the DSS team will present offsite reports and interviews from around Europe.

Florian Rotberg commented: “We have conducted dozens of C-level sessions for the DACH market, EMEA and the Americas, feeling the pulse of the industry during the crisis. Over two days, we have a great line-up of speakers and panellists from a multitude of functional and vertical backgrounds. We will help the industry by identifying shifts in behaviours and suggesting new opportunities.”

The conference format (a four-hour programme on both days) has been adapted to make it as convenient as possible to attend. The timing of sessions is suitable for the international audience, whether in EMEA, APAC or the Americas. The first day is programmed in the afternoon (CET) to enable the American audience to participate, while the second day starts in the morning to make it convenient for APAC delegates to attend.

“Digital Experiences for the New Normal” will see presentations on the following topics:

- An update on the digital signage market outlook with latest sales figures
- The operational challenges of post-COVID-19 reopening
- Exploring key developments such as LED and the future of touch-technology
- A look at innovations from green signage to live shopping
- Best practice examples from top retailers including Mercedes and Zara
- Insights from Barcelona as part of the invidisXworld tour

Programme highlights include:

- An exclusive onsite report by invidis with Alberto Cáceres, CEO of Trison, looking at technological innovations bringing business benefits to leading retailer Zara. Part of Inditex, the world’s largest apparel retailer and a front runner in digitisation for more than 20 years, Zara was the first retailer to introduce RFID source tagging, gaining full inventory control from the factory to the point of sale. Zara also turned stores into local online delivery hubs. This session will explore why invidis considers Inditex the gold standard for digitisation.
- A panel session covering Digital Architecture with Michael Luck Schneider, Director Media Architecture at global design and architecture firm, Gensler; Sebastian Kemmler, head of Kemmler, a creative agency specialising in fashion, design and contemporary lifestyle; together with Stewart Caddick, Managing Director and founder of a group of retail services companies in Dubai that include retail consultancy RCD and digital integration company Connectiv.

For the past ten years, DSS Europe has also seen the launch of the annual invidis Yearbook. The “bible of the digital signage & DooH industry” is a free guide with exclusive listings and insight analysis. The 2020 Yearbook will be launched and free to download at DSS 2020 – The Show.

For more details on these sessions as well as the full agenda, please visit:

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

**DSS 2020 – The Show takes place online on 29-30 July 2020 – register here:**

<https://www.eventbrite.com/e/digital-signage-summit-2020-the-show-registration-111295361422?aff=pr>

**Ends**

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[Click here](#) to download photos and the Digital Signage Summit logo.

**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. After many successful years in Amsterdam, ISE is moving to the more spacious Fira de Barcelona in February 2021. 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 nine 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 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 30th 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).