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DSS Europe 2021 announces full, in-person event at end of September

Summit will provide an opportunity for making business connections alongside an inspiring conference programme, exhibition and networking

MUNICH, 13 JULY 2021: Plans for this year’s [Digital Signage Summit \(DSS\) Europe](#) (29-30 September, Hilton Munich Airport) have been revealed and an exciting roster of speakers and new industry innovations awaits delegates attending the event. There is also a range of networking and social events to attend, making this an important event for the digital signage and connected industries.

The theme of DSS Europe 2021 is ‘**The New Agenda**’. The rules of digital signage have changed, and the pandemic has had a marked effect on how displays are deployed within retail, DOOH, transport and other sectors. DSS Europe will cover the significant technological innovations that are having a positive effect, will showcase the development of sustainable solutions (eliminating waste and re-using resources) and will reveal market insights and investor news. In an exciting new development for 2021, the Innovation Stage, sponsored by Red Bull, will host sessions from a range of startups and innovators with inspiring and unconventional solutions for digital signage.

Conference Chair Florian Rotberg, Managing Director of invidis consulting, commented: “Digital Signage Summit Europe comes after a challenging time, yet also at a vibrant time for innovation in our industry. It is so important to get back to live and in-person events, and we are delighted to be able to provide such a stimulating agenda, covering important topics such as sustainability and innovation, and with a line-up of exhibiting companies who are all eager to meet up with customers. I’m gratified at the response we’ve had so far and am very much looking forward to DSS Europe.”

Exhibition

Running parallel to the conference, an exhibition takes place on both days with leading Digital Signage companies showcasing their technologies and solutions: including displays, touch solutions, signage accessories, software and hardware. Stefanie Corinth, Senior Vice President of Sales EMEA at Sharp NEC Display Solutions Europe GmbH commented: “Sharp NEC is very pleased to participate at this year’s Digital Signage Summit in September. It’s really great to finally be able to meet up in person for industry networking, to

discuss the latest technology updates and to exchange experiences after what has been a very different year. We look forward to re-connecting ‘live’ with the Signage industry again, at DSS-E in Munich and, of course, in an adjusted format given the current pandemic situation.”

Current confirmed exhibitors for DSS Europe are:

- Advertima, Bütema, Concept, iiyama, Intuiface, LG Electronics, Lindy, Littlebit, Matrox, Nexmosphere, NoviSign, Sharp NEC Display Solutions, Telelogos, Vertiseit, Vestel
- The DSS Europe floorplan can be found at: <https://digitalsignagesummit.org/europe/dss-europe-2021-floor-plan/>

Mike Blackman, Managing Director of Integrated Systems Events, commented: “Once again, I have to say that the Digital Signage Summit is simply the best business strategy conference for Digital Signage and Digital out of Home professionals. For this year’s event, visitors are in safe hands; Florian and invidis consulting know the industry better than anyone, and delegates can look forward to two days packed with the inspiration that will drive the new developments in this rapidly changing market.”

Conference sessions, panel discussions and keynote addresses will cover best practice in understanding and activating the customer, the technological response to this time of hybrid events and working arrangements and look to discover what the role of digital signage is in the creation of smart spaces in retail, offices, factories, or cities.

Speakers covering these topics will include:

- Alberto Caceres, CEO, Trison
- Bernd Eberhardt, CEO, Sharp NEC Display Solutions Europe
- C. Selcen Uygüntüzel, Deputy General Manager, Vestel
- Carlos Silva Santin, CEO, Admira Digital Networks
- Franck Racapé, Vice President EMEA, Philips Professional Display Solutions
- Guido Matzer, Managing Director, sedna
- Iman Nahvi, CEO, Advertima
- Lutz Hollmann-Raabe, COO & CSO, Bütema
- Per Mandorf, CEO, ZetaDisplay
- Theresa Kirchweiger, Sustainability Manager, umdasch The Store Makers
- From invidis consulting, Florian Rotberg, Managing Director, and Stefan Schieker, Partner, will also give keynotes on the factors driving market growth and on the role of digital in customer journeys and personalisation.

Networking and Evening Event

On both days, there will be many opportunities to network in a safe, expansive environment, whether over the lunch breaks or throughout both days. On 29 September, the day closes with an evening event to which all conference visitors are invited. Traditionally the launch of the annual ‘invidis Digital Signage Yearbook’, visitors will also be able to enjoy a DSS Europe version of Oktoberfest with top class beer and food. Attendees are encouraged to stay a second night to enjoy further networking opportunities.

Hilton Munich Airport

The five-star Hilton Munich Airport is conveniently located between Terminals 1 and 2 – and as the location for Digital Signage Summit Europe, it’s also the most convenient choice for attendees to stay. Working closely with the venue, DSS Europe will be hosted with hygiene

at the forefront of its planning. Extra space and rooms have been reserved and presentations and panel discussions will be broadcast live to attendees on displays inside and in front of the hotel. There will also be daily YouTube reports on DSS Europe 2021 in a one-hour live broadcast featuring interviews with speakers and other participants.

For further information and to pre-register for the event, please visit <https://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 is a joint venture of the AVIXA and CEDIA trade associations. Its flagship event, Integrated Systems Europe, is the best-attended AV trade show anywhere in the world. After many successful years in Amsterdam, ISE moved to the more spacious Fira de Barcelona in 2021. 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), Integrated Systems Russia (produced in association with MidExpo), 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 Control Rooms Summit (in association with ICCRA). 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 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

About AVIXA™:

AVIXA is the Audiovisual and Integrated Experience Association, producer of InfoComm trade shows 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 20,000 enterprise and individual 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 is the leading resource for AV standards, certification, training, market intelligence, and thought leadership. Visit avixa.org.

About CEDIA®:

CEDIA is the global trade association and central touch point for companies that design, manufacture, and integrate technology for the home. With a keen focus on education, workforce development, and industry standards, CEDIA continues to build on its more than 30-year legacy as the industry leader in delivering the resources that set members on a pathway to prosperity. CEDIA delivers market intelligence through proprietary research, fosters community within the channel, and cultivates awareness with industry partners, consumers, and connected stakeholders. CEDIA co-owns Integrated Systems Europe, the world's largest AV and systems integration exhibition, and founded CEDIA Expo, the world's largest annual residential technology show. Over 3,900 global CEDIA member companies deliver technology solutions that allow families to experience the 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.