

## Registration is open for Digital Signage Summit Europe 2023



Registration is now open for the Digital Signage Summit Europe (DSS Europe), which returns to the Hilton Munich Airport, Germany on 5-6 July 2023 and marks the 50th Digital Signage Summit Conference. DSS Europe is the world's longest running digital signage event series, presented as a joint venture from Integrated Systems Events (ISE) and invidis consulting.

Join leaders from the digital signage industry to explore this year's business theme: 'Engaging Experiences - Concepts, Content & Creation'. The compelling conference programme will provide a fresh approach to DSS Europe, with insights and direction on how businesses are turning to digital signage and DooH to create unique and engaging communication journeys. Discover how digital touchpoints like displays, LED or projection are providing the key to immersive, stand-out marketing campaigns and impactful storytelling, for customers and employees.

Comments Florian Rotberg, Chair of DSS Europe and Managing Director of invidis consulting: "We are so excited to be back with this edition of DSS Europe. The event has grown into one of the most influential and highly anticipated digital signage conferences in the industry. Digital Signage and DooH are indispensable in today's communication strategies. We're now seeing the digital canvas extending into the physical space to deliver tailor-made, unforgettable experiences that make an

impact for those seeing it in real-life, as well as online or virtually,”

The full two-day conference programme will be revealed in the coming weeks. As per previous events, expect a comprehensive thought-leadership programme, covering the most important topics in digital signage, delivered by a wide-range of industry pioneers and business experts. This year, DSS Europe has expanded to provide a more interactive and engaging experience, introducing areas for ‘fireside chats’, a ‘townhall stage’, discussion forums, and increased exhibition area.

As well as the headline theme for this year’s edition of DSS Europe, the event will also cover other key topics including:

- Green signage - Ideas and actions for creating a more sustainable industry
- Software - Exploring developments in requirements, architecture, and business models
- IT Security - DSS Europe will discuss and present best practice and the latest trends
- Business Critical - Latest vertical trends in operations and user experiences

DSS Europe is a must attend for anyone involved in digital signage, which includes functions such as brand & POS retail, marketing, IT, architects & designers, integrators, DooH networks, technology providers. Best practice for many verticals such as luxury, automotive, hospitality, fashion & lifestyle, corporate and more will be discussed.

Visitors can get hands-on with the latest disruptive technologies at the Technology Showcase, where exhibiting brands will share new innovations and provide insight into emerging product trends and developments, including displays, LED, projectors, and media players.

DSS Europe offers unique ways to explore new business opportunities, examine fresh perspectives, expand networks and to take an active role in shaping the industry in a creative, effective, and sustainable future. Meet and exchange views with like-minded leading business executives, end-users, creatives, and investors.

Attendees will also be the first to get a copy of the invidis Yearbook, widely regarded as the go-to industry reference point for exclusive insights and market trends.

[www.iseurope.org](http://www.iseurope.org)