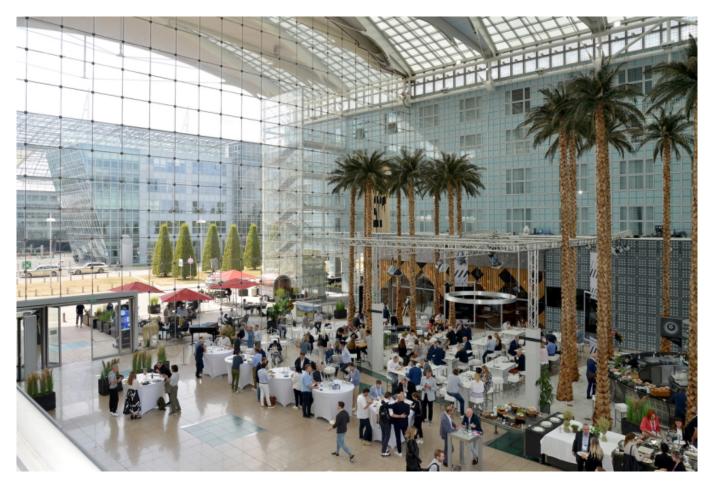# Digital Signage Summit Europe 2024

As digital signage develops into a software-defined industry, roles in the established value chain are being challenged or even disrupted. At Digital Signage Summit Europe 2024 (DSS Europe), experts from around the world will explore software-related issues such as the move to a platform economy, AI, and cybersecurity, alongside other industry trends such as the latest developments in green signage and retail media.

The two-day summit, a joint venture between Integrated Systems Events (ISE) and invidis consulting, promises to be a must-attend business strategy event, with networking at its core and a goal to shape the future of digital signage. The conference programme hosts a comprehensive lineup of speakers sharing knowledge and insights, including an industry 'outlook' presentation from invidis consulting, keynotes from global industry leaders, presentations of concepts for seamless customer journeys, and exciting panel discussions.

"This year's key themes have been carefully aligned with the industry's growing recognition of the need for a comprehensive approach to digital signage and the need to present a true picture of the global digital signage landscape," commented Florian Rotberg, conference chair and Managing Director of digital signage industry

specialists invidis.

The full two-day conference programme, which will be revealed in the coming weeks, will be built around seven key topics:

- Software & Signage – Exploring a new generation of disruptive software platforms.
- Market & Business – Looking at Europe, North America, Middle East and APAC.
- IT Security – Best practice insights from IT security experts.
- AI & Data – How can we make sense of data and add value for customers?
- Green Signage – A top priority for meeting net zero and sustainability goals.
- Best Practice – Hear from leaders in various vertical markets.
- DooH & Retail Media – The trends and challenges of this booming landscape.

Attendees can look forward to gaining access to some of the most innovative business leaders and solutions providers. As well as high-level networking, visitors can get hands-on with the latest innovations at the Green Signage Showcase, where exhibiting brands will share new products and technologies. In the words of Mike Blackman, Managing Director of Integrated Systems Events, "Digital Signage Summit Europe is not just an event; it's a journey into the future of visual communication. Secure your spot and join us on 22-24 May for a holistic exploration of digital signage and be part of the transformative discussions shaping the industry."

DSS Europe 2024 will also be a launchpad for the invidis Software Compass, the first independent digital signage software comparison platform, and will mark the release of the invidis Yearbook 2024, which promises to be a pivotal resource for every industry professional. Don't miss out on this opportunity to stay at the forefront of the digital signage revolution – take advantage of a 30% early bird ticket discount available for a limited time only. This year, in response to delegate requests, a package that includes full conference pass and hotel accommodation at the Hilton Munich Airport will be available.

www.digitalsignagesummit.org
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