

## 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

Plans for this year's Digital Signage Summit (DSS) Europe (29-30 September, Hilton Munich Airport) have been revealed and a 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."

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 [here](#).

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 Uyguntüzel, 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.

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.

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

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featuring interviews with speakers and other participants.

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