DSS Europe 2025 Wrap Up



The Digital Signage Summit (DSS) Europe has concluded with a record of almost 500 delegates following three-days of strategic insight and ground-breaking technologies at the Hilton Munich Airport, Germany. Organised by invidis in a joint venture with Integrated Systems Events (ISE), DSS Europe took place from 21-23 May, bringing together innovators and thought leaders to debut its new three-day format.

Florian Rotberg, conference chair and Managing Director of invidis consulting, reflected, “Over the past three days, DSS Europe 2025 has not only set a new benchmark for innovation and collaboration but has also highlighted the pressing challenges and future opportunities that our industry must address. From groundbreaking advancements in digital signage to meaningful conversations about sustainability and user engagement, this year’s summit has truly redefined what’s possible. I extend my heartfelt thanks to all our speakers, sponsors, and attendees for their invaluable contributions, which have made our first three-day summit an unforgettable, record-breaking success.”

Headline themes for DSS Europe included AI and Managed Services, with over 100 speakers setting the agenda across more than 60 impactful keynotes,

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presentations, panel discussions, and workshops. This year's edition was presented in partnership with ChromeOS by Google as the headline sponsor, Lenovo as Premium Events Partner, M-Cube as Technology Partner, as well as support from several other notable brands.

Digital Signage Summit Europe 2025 set a new benchmark for the industry providing insightful exploration of the evolving digital signage landscape, highlighting crucial themes such as cybersecurity, managed signage, and the integration of artificial intelligence (AI). The event began with the inaugural Digital Signage Technology Forum, where leaders from companies like Google ChromeOS, TeamViewer, and Kirchberg Capital discussed the rising importance of software, cybersecurity, AI, and advancements in player technologies.

Subsequent sessions delved into managed services, data-driven decision-making, sustainability, and responses to geopolitical challenges, featuring high-profile speakers such as Trison's Alberto Cáceres, SignageOS's Stan Richter, and Lenovo's Johanny Payero. The summit concluded with a focus on AI's transformative impact on digital signage and retail, including topics like AI-driven content creation, audience targeting, and data analytics.

A comprehensive timetable of networking events including network breakfasts and evening gatherings offered numerous invaluable opportunities to make new connections. A stand-out event was the invidis Strategy Awards 2025, hosted by invidis and Dave Haynes, publisher at Sixteen:Nine. These prestigious awards recognise exceptional individuals and organisations demonstrating strategic excellence across the industry.

The winners of the invidis Strategy Awards 2025 are:

- Brightsign – Green Signage Award
- Framen – Digital-out-of-Home Award
- Instronic – Shared Spaces & Engaging Experiences Award
- Nexmosphere – Innovation Award
- Sharp – Business-Critical Excellence Award
- SignageOS – Software & Platforms Award
- Vertiseit – Industry Leadership Award
- Wildstone Capital – Rising Star Award
- Dave Haynes – Special Recognition Award

Dave Haynes reported on the digital signage industry for nearly 20 years through his blog Sixteen-Nine. Over this period, he was a prominent voice in the North American market alongside invidis. Invidis will now assume responsibility for the coverage previously provided by Sixteen-Nine, continuing the work established by Dave. The Special Recognition Award acknowledges the significant impact of Dave's contributions and his distinctive voice within the digital signage industry. Complementing the innovative conference programme and varied networking opportunities, over 20 leading brands featured in the Technology Showcase,

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presenting cutting-edge solutions for digital signage and DOOH projects. This year's exhibiting brands included DynaScan, Sony, iiyama, Signage OS, Samsung, Sharp NEC and many more.

Mike Blackman, Managing Director of Integrated Systems Events, concluded, "DSS Europe 2025 has once again demonstrated why it's the must-attend event for digital signage visionaries. This year's summit showcased not only the latest innovations and technologies but also the powerful impact of bringing the brightest minds together. With an incredible lineup of speakers, cutting-edge solutions, and high-energy networking, DSS Europe ignites ideas and sets the momentum for real breakthroughs in our industry. I can't wait to see the innovations and partnerships that will emerge from this year's event."

To wrap up, DSS Europe delegates were the first to receive the 'invidis Yearbook 2025', regarded as a must-read for digital signage industry professionals. The yearbook is a pivotal resource for forward planning, with in-depth analysis of the latest market trends and rankings, to help shape business strategy for the next 12 months. The next major event for digital signage professionals is ISE 2026. Taking place from 3 to 6 February 2026, at Fira de Barcelona, Gran Vía, it will bring together industry leaders, innovators, and enthusiasts for a unique opportunity to discover the latest advancements, connect with global experts, and influence the future of the industry.

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