Inside DSS Europe 2025



Florian Rotberg, Managing Director of invidis consulting and co-host of DSS Europe, offers an exclusive preview of what's to come at the industry's most anticipated strategy event, taking place 21–23 May 2025 at Hilton Munich Airport.

What makes DSS Europe stand out, and why is it such an important event for the industry?

"Digital Signage Summit (DSS) Europe, organised by invidis and ISE, is unique because it's purpose-built for strategic exchange. While many events in our space focus on product launches and visual spectacle, this conference is built around deep industry insight, personal connection, and meaningful conversation. It brings together decision-makers, innovators, and thought leaders under one roof in a focused environment where discussions can evolve in real time.

This year, our focus on managed services and AI responds directly to where the market is heading – and these aren't just trends, they're structural shifts, and we're giving them the platform they need."

How will this year's sessions shape the experience for attendees?

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“We’ve curated a programme that reflects the industry's most pressing questions: how to operate digital signage at scale, how to create smarter content, and how to adapt to rapid technological change. For the first time, we’re featuring three major keynotes, each designed to anchor a different pillar of the event; Cybersecurity, Managed Signage, and AI.

Day 1 kicks off the new Digital Signage Tech Forum with a keynote that sets the stage by highlighting the increasing role of software and, as a result, cybersecurity, in shaping the future of the digital signage industry. On Day 2, our keynote will deliver an in-depth overview of the global digital signage market, highlighting key trends, challenges, and insights shaping the industry. A special focus will be placed on this year’s Summit theme: Managed Signage. Our third keynote, on the final day, will tackle the intersection of AI and digital signage - what’s coming next, and how businesses can start preparing now.

Across all sessions, we’re offering a mix of formats, such as keynotes, panels, deep dives, and informal meetups, so that attendees can engage in ways that suit their learning style and interests. It’s a dynamic agenda built for active participation.”

Why was it important to expand the event from two to three days?

“The decision came down to two things: demand and depth. The digital signage landscape is now a critical part of communication, commerce, and customer experience across industries. That growth means there’s simply more to discuss.”

Let’s dive into managed signage. What does it involve, and why is it such a big focus this year?

“Managed signage is a natural evolution of how organisations are thinking about digital infrastructure. In essence, it means applying the managed services model - so familiar in IT - to the world of digital signage. Instead of businesses needing to cobble together their own networks, content platforms, and support models, managed signage offers an end-to-end solution.

This includes not only the installation of displays and software but also ongoing management through centralised network operations centres, remote device control, content scheduling, troubleshooting, and even financing and leasing arrangements. For many businesses, especially those scaling across multiple locations or markets, this model reduces friction. It creates predictability, reduces downtime, and shifts digital signage from a CAPEX-heavy burden to a streamlined, operational solution.

At DSS Europe, we’ll be exploring how this approach is reshaping the market, who the key players are, and what it takes to successfully implement a managed signage strategy.”

AI is another major theme. How do you see it transforming the industry, and what

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conversations will be happening around it at the show?

“AI is already influencing digital signage in fundamental ways, but we’re only scratching the surface of its potential. On a basic level, AI is helping us create more adaptive, personalised, and effective content. By analysing data from sensors, cameras, or customer interactions, signage can now respond to context - displaying different messages depending on who’s watching, where they are, and what’s happening in the environment.

But it goes much deeper. AI is also helping us rethink the back-end of signage systems, from predictive maintenance for hardware to smart scheduling of content and performance analytics that inform future campaigns. At DSS Europe, we’ll be unpacking these innovations through real-world use cases, live demonstrations, and panel discussions that ask hard questions.

We also want to dig into the ethical and operational implications. What does data privacy look like in a world of AI-enhanced signage? How do we ensure transparency? What are the boundaries of automation in public spaces? These are questions that need thoughtful answers, and this conference is the place to explore them.”

Besides managed signage and AI, what other key topics will be explored at the 2025 event?

“The agenda is broad but carefully structured. We’ll be addressing advancements in display technology, system architecture, and software integrations. Another major theme is UX and UI design. How do we create signage that’s not just eye-catching, but intuitive and genuinely helpful?

Data analytics will also feature prominently. As signage becomes smarter, the ability to collect, interpret, and act on data is becoming a competitive differentiator. We’ll look at how to turn raw metrics into meaningful strategy.

In addition, we’re paying close attention to sectors like retail, transportation, education, and smart cities, where digital signage is playing an increasingly vital role. It’s no longer just about screens on walls - it’s about the connective tissue of modern environments.”

How can attendees make the most of their time at DSS Europe 2025?

“My advice: arrive with a plan but stay open to discovery. Start by exploring the DSS Europe schedule and selecting the sessions and keynotes that align with your goals. You can even create your own personalised agenda directly on the event website. At the same time, make space for networking and walk the floor, connect with peers, and embrace spontaneous conversations over coffee or at evening events. Often, the most valuable insights come from the unexpected.

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This year we're excited to be launching our brand-new app, designed to enhance the attendee experience from the moment you register. The app is powered by AI and matches attendee profiles with topics, sponsors, and with other attendees. This matchmaking tool will help you connect with the right people. You'll also be able to browse attendee profiles, see who's coming, and even schedule appointments in advance, so your time at the event is as productive and focused as possible. In addition, the app acts as your personal event companion, offering a full overview of the agenda, speaker line-up, venue map, and real-time updates. Our goal with the app is to help you make the most out of your time at DSS Europe. The app will be available to download at the end of April for iOS and Android."

Finally, what should attendees expect overall from this year's event?

"This is a new era for DSS Europe. The 2025 edition marks our most ambitious programme to date. With senior leaders attending from across the globe, the event promises a truly international perspective.

The atmosphere will be both high-energy and intimate with three days of structured content alongside plenty of room for informal connection. We'll host over 100 speakers, deliver more than 40 sessions, and offer a platform for product demonstrations, emerging tech, and thought leadership.

We'll also be presenting the invidis Strategy Awards, celebrating innovation and impact across the industry, and launching the invidis Yearbook 2025 - a definitive guide to the current state of digital signage."

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