

### Speaker Programme for Digital Signage Summit Europe 2023



This year's stellar line-up of conference speakers has been revealed for Digital Signage Summit Europe (DSS Europe), which returns to the Hilton Munich Airport, Germany on 5-6 July 2023. A joint venture from Integrated Systems Events (ISE) and invidis consulting, DSS Europe celebrates its 50th edition with an action-orientated programme presented by industry leaders and influential global brands. This year's edition is sponsored by Google Chrome Enterprise.

Visitors are invited to join experts from communications, media, retail and corporate sectors to address the current market outlook and discuss the impact of major trends like sustainability, generative AI and the new role of software. Speakers and panellists will explore 'Engaging Experiences - Concepts, Content & Creation', discussing how and why brands are using digital signage and DoOH to cut through the noise and create memorable and impactful communication journeys.

You'll hear from influential CEOs and creative women in the industry, get a behind-the-scenes insight from digital signage concept designers and innovators, analyse trends with retail architects and explore key industry drivers and challenges with analysts, consultants and editors. The summit will include insightful panel discussions as well as best practice workshops with case study examples from global brands, including Aldi, Lego, Mercedes Benz and Zara.

Top tier leaders will come together from the biggest industry names, such as First Impression, Futuresource, Google, M-Cube, Trison, Visual Art and ZetaDisplay to examine concepts unlocking the enormous potential of digital signage and DooH and address the state of experiences, discussing trends and drivers for the year ahead.

“It has been clear that over the last few years, Digital Signage and Kiosk applications have increasingly moved into the business-critical solution set. Whether driving customer engagement and increasing revenue in the retail and hospitality space, or leading the digital transformation of the workplace or education facilities, the solutions that our customers demand and those that our Partners strive to provide, need to be built on the best foundations - that foundation is ChromeOS.

Google sponsors the DSSE. The ChromeOS team is excited to have the opportunity to share with the audience just how we are positively disrupting the signage and kiosk market with a secure, easy to deploy and manage, but perhaps most importantly, one of the most sustainable operating systems in the industry. Providing tangible benefits for our Partners, our customers and our planet” comments Michael Wheeler Wyatt, Director of ChromeOS EMEA – Google.

Florian Rotberg, Chair of DSS Europe and Managing Director of invidis consulting explains: “This year’s edition of DSSE will be bigger and better than ever before with a comprehensive thought-leadership programme, covering the most important topics in digital signage, delivered by a wide-range of industry pioneers and business experts discussing the future of this growing industry. As rapid consolidation continues within the EMEA region, global players are emerging, mirrored by this expanding event which has grown into one of the most influential and highly anticipated digital signage conferences in the industry. While the digital signage industry has long been dominated by smaller companies, larger €100+ million companies, IT integrators and hardware vendors are ready to lead digital signage into the next growth phase.”

The full line-up of confirmed speakers is available to view at the website below. 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. Early Bird tickets are available NOW, so don’t miss your chance to join – register your place at the website below.

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