Written by Bob Snyder
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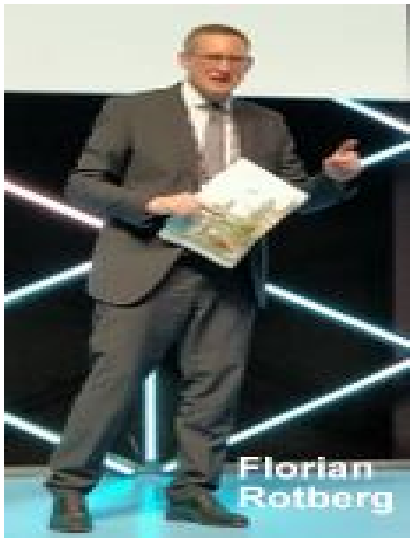

The first event from the partnership between **Integrated Systems Events (ISE)** and **invidis consulting**
, featured more than 40 speakers, 30 exhibitors, 25 presentations, workshops and panel discussions and attracted 477 delegates – with almost half of the attendance visiting from outside Germany.

This year's **Digital Signage Summit (DSS) Europe 2015** continued the legacy that invidis consulting started with its first Digital Signage Conference in 2007.

DSS Europe 2015 was split over two days. Both days saw 30 industry-leading companies take over the grand atrium of Hilton Munich Airport. Exhibitors included: NEC Display Solutions, Samsung, LG, Sharp, BenQ, Toshiba, Elo, Barco, Matrox and Scala.

There was also an exclusive launch from Google: the EMEA launch of its Chromebase digital signage solution.

invidis consulting's Managing Director Florian Rotberg comments: "DSS Europe 2015 has been a great success. It was our largest conference to date, with strong international representation,

which demonstrated perfectly what the joint venture between invidis and ISE is capable of. The matchmaking service proved to be a tremendous success. The feedback from delegates was very promising and we will extend DSS matchmaking to more events in the future. We're looking forward to creating a full two-day event next year, with many exciting new event features."

The focus now shifts to **two new Digital Signage Summit conferences.**

The next event is scheduled for the Expocentre, Moscow on 28-29 October. Chaired by Florian Rotberg, **Digital Signage Summit Russia**, will feature an exclusive opening forum focusing on Museums and Exhibition spaces which will be moderated by Alexei Bogdanov, Deputy Director of The State Hermitage Museum.

On Day 2 there will be a keynote presentation from Rotberg plus case study sessions covering the following areas: Quick Service Restaurants, Cosmetics, Drugstores, Banking and Retail Jewellery outlets.

Two weeks later the inaugural **Digital Signage Summit MENA** will take place on the 16 November at the Conrad Hotel, Dubai. DSS MENA will examine global digital signage and DooH trends and how they can be adapted to the needs of the region. The conference will focus on smart innovations for digital communication and explore this through the themes of Smart Experience and Smart Advertising.

Go The Digital Signage Summits