

# DSS Europe 2024 Sessions Agenda



Presented by Invidis and Integrated Systems Events, Digital Signage Summit (DSS) Europe is Europe's leading strategy conference for digital signage and DooH. It's where the C-level figures come together to discuss and debate the latest developments in the industry. At the Hilton Munich Airport on 22-23 May, leaders from the world of digital signage and DooH will share their views on hot industry topics including:

- **Market & Trends:** Panels comprising major industry players from EMEA, North America, Middle East and APAC will discuss the current state of the industry.
- **Software & Signage:** New-generation platforms are disrupting long-established roles along the value chain. The launch of Samsung VXT is just the beginning.
- **Green Signage:** As the economy moves away from carbon-intensive hardware and software, how is Europe's digital signage industry planning to go green?
- **Retail Media & DooH:** While demand for advertising on linear TV advertising is falling and online/mobile is stagnating, DooH and retail media are booming.

- IT Security: Leading IT security experts from top-tier tech companies present the current threat level and solutions to manage cyber security.
- AI & Data: Various panels will explore analytic and generative AI, the battle of the backends and the role of B2B IoT.
- Best Practice: End-customers and digital signage experts will present best practice in vertical markets from retail to QSR, automotive to beauty and corporate.

DSS Europe brings together world leading thought leaders and experts in a venue and event format ideal for professional development and networking. The full sessions agenda is available on the website below. The full speaker line-up for DSS Europe includes:

- Joan Aixa, European Business Director, TD Synnex
- Bastiaan Amsing, Founder, Global Signage Alliance / ScreenCom
- Uli Benker, Head of Marketing, Numbat
- Andy Bohli, CEO and Owner, Imaculix
- Dan Brookes, Emerging Technologies Partner and Alliance Manager, Intel
- Stewart Caddick, President, Connectiv
- Angela Coleman, Director, Ivista
- Jean-Charles Ficoni, CEO, idklic / Stratacache
- Craig Francis, Digital Signage Partner Manager and Product Expert, Google ChromeOS EMEA
- Dave Haynes, Publisher/Editor, Sixteen-Nine
- Wesley Johnston, Sensmi
- Alan Kaufman, President, Dynascan Technology, Inc.
- Tobias Lang, CEO, Lang AG
- Frank Larsen, CCO, SignageLive
- Monika Lindquist, CMO and CCO, Visual Art
- Christian Meitinger, Associate Director, Anthesis Group
- Rick Mills, CEO, CRI
- Anders Olin, CEO, ZetaDisplay
- Jean-Pierre Overbeek, CEO, Gather
- Lars Peters, SVP Public Video Operations, STRÖER
- Siân Rees, Global Business Director Solutions and Partnerships, PPDS
- William Sam, Head of Solutions Market Development & Integration, Samsung Knox
- Christian Schulz, Vice President Support DooH & DS, STRÖER
- Jan Schwark, Vice President DooH, Jolt
- Oliver Schwede, Manager Solution Sales - Digital Media Solutions, Cancom
- Roman Sick, CEO, Holoplot
- Johannes Troeger, SVP Strategy & Business Development, Ameria
- Diederick Ubels, Managing Director EMEA, Vistar Media
- Martijn van der Woude, Vice President (Global Business Development & Marketing), PPDS
- Hubert van Doorne, Business Development Director, Nexmosphere
- Miguel Vieira, Service Portfolio Manager, Sharp NEC

- Rik Willemse, Head of Professional Displays and Solutions, Sony

Setting the scene for an inspiring journey ahead, the summit opens with the invidis Market Keynote where conference chair and invidis Managing Director Florian Rotberg and Stefan Schieker, invidis Senior Partner, will delve into the digital signage market, offering valuable insights into market dynamics and emerging opportunities.

Florian adds: "We are delighted to reveal the conference programme for DSS Europe 2024, offering attendees a comprehensive and insightful experience. With an impressive line-up of speakers and thought-provoking sessions, DSS Europe 2024 promises to be a must-attend event for anyone involved in the digital signage industry."

Alongside the packed conference programme, DSS Europe 2024 will see the launch of the invidis Software Compass - the first independent platform for comparing digital signage software. This announcement will be paired with the traditional publication of the invidis Yearbook 2024 - known as the 'bible of the digital signage industry' - which will once again include top articles about the key digital signage trends of the year. Don't miss out on this opportunity to stay at the forefront of the digital signage revolution. Register today at the website below.

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