

DSS Europe 2025 Content Programme



Digital Signage Summit Europe (DSS Europe) returns to the Hilton Munich Airport, Germany from 21-23 May with an expanded three-day agenda. Organised by invidis in partnership with Integrated Systems Events (ISE), the conference will focus on two key industry drivers: AI and Managed Signage. Attendees can expect expert insights from top-tier speakers, valuable networking opportunities, and the latest innovations from leading manufacturers, making DSS Europe 2025 a must-attend event.

“As the digital signage industry continues to evolve at a rapid pace, expanding DSS Europe to a three-day programme was essential to cover the most pressing topics in depth. With AI and Managed Services reshaping the landscape, this extended format allows for richer discussions, more expert insights, and a greater diversity of perspectives from C-level executives of major brands to industry disruptors and niche specialists, ensuring DSS Europe is an unmissable event for the digital signage industry,” said Florian Rotberg, conference chair and Managing Director of invidis consulting.

Day One, Wednesday 21 May: NEW - Digital Signage Technology Forum

The Digital Signage Technology Forum kicks off DSS Europe 2025 with a deep dive into AI, cybersecurity, remote management, and platform innovations. Aimed at technical decision makers within integrators, the day opens with the invdis Keynote by Florian Rotberg and Stefan Schieker, drilling down on 'Software & Cybersecurity' looking at the latest advancements in software technologies and best practices for protecting digital signage networks from cyber threats.

Sessions on that day explore AI implementation, on-prem vs. cloud solutions, API best practices, and player technologies, featuring insights from industry leaders like Jesper Knoop-Henriksen from Google ChromeOS, Marcus Panwitz from TeamViewer, or Josef Schneider, Founder of Kirchberg Capital & Services GmbH. Topics also include content distribution via app stores, HTML5 streaming, and remote device management.

Day Two, Thursday 22 May: Managed Signage

The second day of DSS Europe 2025 will dive into the strategic and business-critical aspects of digital signage and DooH. Industry leaders and experts will explore how AI is transforming content creation, audience engagement, and operational efficiencies, while managed services continue to reshape business models.

Sessions will cover key topics such as data-driven decision-making, sustainability in digital signage, and the evolving competitive landscape. Panel discussions and keynote presentations from top executives will provide insights into navigating geopolitical uncertainties, leveraging AI-driven growth strategies, and adapting to emerging trends in software, content, and signage technologies.

Highlights of the day will include Alberto Cáceres, Global CEO of Trison, taking the stage for "The Leading Integrators of the World" session, sharing expertise on large-scale integration strategies. Stan Richter, CEO of SignageOS, will join the "Network Operations Panel" to discuss best practices for managing complex digital signage networks efficiently.

The highly anticipated "Global Leaders Panel - The Billion Dollar Club" will feature Johanny Payero, Director of Global Advanced Solutions Marketing at Lenovo, exploring the growth strategies driving billion-dollar enterprises in digital signage. Finally, Johan Lind, CEO and Co-Founder of Vertiseit, will join the "Software Leaders Panel", offering key perspectives on the future of digital signage software and platforms. These sessions will provide attendees with deep insights into industry leadership, innovation, and the strategic decisions shaping the market. With a mix of thought leadership, real-world case studies, and interactive discussions, day two promises to be a must-attend for professionals shaping the future of digital signage.

Day 3, Friday 23 May: AI & Digital Signage / Retail

Day three of DSS Europe will provide answers to key questions, such as 'Is AI for

digital signage the next logical progression?', 'How can these services be practically implemented?' and 'What adjustments will be necessary to facilitate their implementation?'

Setting the scene with an investigative invidis Keynote, focussing on AI & Digital Signage, throughout the day a host of speakers will explore how artificial intelligence is revolutionising content creation, audience engagement, and data-driven decision-making in a day packed with excellent industry knowledge and business insights.

Highlights of day three include key discussions on AI in digital signage and DooH & Retail Media with a Fireside Chat on "AI & Transformation" featuring industry leaders Julian Phillips, Senior Vice President, AVI-SPL, and Jon Sidwick, Co-Founder, Blue Touch Paper. Sessions will cover AI use cases, content, data, software, operations, and cybersecurity, with insights from experts like Matteo Baldi, CTO, Livesignage, Pol Rosset, CEO and Cofounder, WindowSight, and Johannes Troeger, SVP Strategy & Business Development, Ameria. For those interested in "AI & Data", Iman Nahvi, Co-Founder & CEO of Advertima, will share valuable insights into how data is shaping the future of digital signage. A series of DooH panels will also explore key market trends, performance metrics, and regional developments. Additionally, Shekhar Rao of Skycom India will lead a session on "Global DooH and Retail Media", providing a broader perspective on the industry's growth. The day will conclude with discussions on the limitations of AI and a conference wrap-up delivered by invidis experts.

Don't miss out. This is just a small taster of the full conference schedule that delegates can enjoy during DSS Europe. More speakers and sessions are being confirmed daily, check the DSS Europe website for update below. Delegates will also be invited to the invidis Strategy Awards on Thursday 22 May, recognising the top-performing companies and people in digital signage, as well as to the launch of the invidis Yearbook – the digital signage industry 'bible'.

Registration is now open. Seize this chance to stay ahead in the digital signage revolution. Take advantage of a 30% early bird ticket discount available for a limited time only. Conference packages, including a full pass and optional hotel accommodation at the Hilton Munich Airport, are available. You can purchase a pass for the Day 1 - Digital Signage Tech Forum (21 May), for Day 2 & 3 (22-23 May), or for all three days. Accommodation options include one or two nights at the Hilton Munich Airport with breakfast.

www.digitalsignagesummit.org