# Europe's Premier Digital Signage Event Returns

Digital Signage Summit (DSS) Europe will take place on 21-23 May at Hilton Munich Airport with ChromeOS by Google as the headline sponsor. The highly anticipated event, organised by invidis in partnership with Integrated Systems Events (ISE), will also be supported by Lenovo as Premium Event Partner, M-Cube as Technology Partner, along with several other notable brands. DSS Europe 2025 is poised to include the largest speaker line-up to date, as well as enhanced features and a variety of new experiences aimed at promoting networking, knowledge-sharing, and innovation.

New for 2025 the DSS Europe app, sponsored by Lenovo, is a major highlight of this year’s summit. The app features an advanced matchmaking engine that suggests meaningful connections between delegates, as well as between delegates and exhibitors, based on shared interests. Users can seamlessly schedule meetings or start conversations directly within the app. This upgrade makes networking more meaningful and less manual, significantly enriching the event experience. To further enhance the networking experience DSS Europe will introduce the Matchmaking Lounge, also sponsored by Lenovo, which opens on Thursday 22 and Friday 23 May. This dedicated space facilitates meetings and professional interactions driven by the app’s intelligent matchmaking suggestions.

M-Cube returns as Technology Partner for a second year supporting DSS Europe with digital signage touchpoints throughout the venue to guide delegates to the 24 exhibiting companies, daily keynotes and conference sessions. M-Cube will provide



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dynamic content scheduling with real-time updates to ensure key information, such as the agenda, session details, and lunch timings are always accessible, enhancing delegate’s experience with interactive and engaging displays.

Several exhibiting companies will present new sustainable signage solutions at the Green Signage Lounge, which is sponsored by Phillips Professional Display Systems. The lounge will feature various eco-friendly technologies from brands such as Broadsign, Dynascan, LED Studio, Nexmosphere, Sharp-NEC, Sony, and Visionect. Phillips Professional Display Systems representatives will be available to demonstrate the Tableaux Advanced Colour ePaper displays and EcoDesign Android SoC displays.

Phillips Professional Display Systems is also sponsoring the new Digital Signage Tech Forum, which takes place on Day 1 at DSS Europe. The Digital Signage Tech Forum is aimed at technical decision makers and will explore key topics such as connecting to corporate backend systems, cybersecurity, remote device management, and AI integration.

This year’s Digital Signage Summit Europe will feature a ChromOS Masterclass titled “Google's Innovation Engine: Fueling Next-Level Digital Signage with AI, ChromeOS & Unmatched Stability.” The session, held on 22 May, will highlight recent developments across Google’s technology stack, focusing on how AI, web-first delivery, and ChromeOS can support stability, efficiency, and control in digital signage environments.

The invidis Compass Workshop will introduce the updated web-based interface of the Compass platform, first launched at DSS Europe 2023. The tool provides structured, expert-verified comparisons of digital signage CMS solutions and now includes Use Case filtering to support project-specific selection. The session will conclude with a roundtable discussion, inviting input on how integration services, from hardware deployment to content management, should be reflected in future iterations of the tool. In addition, invidis will sponsor a Green Signage Workshop on 22 May. The session offers an update on EU sustainability regulations, showcases upcoming eco-friendly product innovations, and introduces the invidis carbon footprint calculator. The workshop concludes with a roundtable discussion on current industry challenges, making it ideal for professionals seeking practical insights and peer exchange on green signage.

Women’s Breakfast: Sponsored by Lenovo, the Women’s Breakfast will be held on the morning of Friday, 23 May. This session aims to empower women in digital signage and includes a presentation and panel discussion, followed by networking over breakfast. Advance registration is required.

Regional Breakfasts: Sponsored by Phillips Professional Display Systems, Friday morning will also play host to two Regional Breakfasts: A French Market Breakfast in partnership with Club du Digital Media, and a DACH Market Breakfast powered by invidis Impact. Conducted in French and German respectively, both events require



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With more exhibitors, speakers, and events than ever before, DSS Europe 2025 reflects the rapid growth and rising influence of the digital signage industry. Attendees can expect a dynamic agenda filled with insightful workshops, power breakfasts, dedicated networking lounges, and evening gatherings.

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