

10:00	[1] Key Note: Borderless Digital Signage - Trends and Drivers in the EMEA Digital Signage / DooH Industry and Outlook 2015 Florian Rotberg / Oliver Schwede (invidis consulting)		
10:45	[2] In the Spotlight: Empowering Africa – Digital Signage in the Savanna Abdul Bakhrani (Smart Screen) / Florian Rotberg (invidis consulting)		
11:15	[3] OVAB Europe DooH Panel - DooH in a changing Media Landscape Dr. Kai-Marcus Thäsler (Ströer Digital) / Roi Iglesias (Neo Spain) / Christian Vaglio-Giors Neo SA) / Dirk Hülsermann (OVAB / VUKUNET) Moderation: Florian Rotberg (invidis consulting) / Dr. Frank Goldberg (Smart TV-Networks)		
12:00	<i>Lunch Break</i>		
13:30	[4] Future technologies – impacts on Digital Signage and DooH Markus Deserno (Seen Media)	[5] Augmented reality as part of multiplatform instore concepts Dr. Thomas Alt (Metaio)	[6] Project Report: Digital Signage in Stadiums - Experiences of EURO 2012 and perspectives for the Worldcup 2018 in Russia Andrey Zhaglov (Midland Media)
14:00	[7] How to grow audience activity and stimulate loyalty programs Dieter Sawatzki (SawatzkiMühlenbruch) / Wilhelm Halling (dimedis)	[8] Content Concepts for transparent displays Fabian Dittmann (capture mm)	[9] Project Report: Oslo Central Station – Planning and Installation of one of Europes largest Semi-Outdoor Videowalls Alexander Miskiw (GDS / Global Display Solutions Spa)
14:30	[10] Beyond bezels – an innovative approach to multi display solutions with DaaS Prof. Dr. Philipp Slusallek (DFKI)	[11] Digital Signage Interactivity - Privacy do's and don'ts in times of NSA and Prism Philipp Plog (Field Fisher Waterhouse)	[12] Project Report: Airport Frankfurt - Roll-out and Operation of a DooH Network at a Major Airport Stefan Brauch (Media Frankfurt)
15:00	[13] Roundtable: Digital Signage - Convincing small- and medium businesses (in German) Tobias Nagel (ALSO) / Joachim Wieczorek (Samsung) / Retailers	<i>[14] tba</i>	[15] Alpine DooH - Advertising at the Point of Pleasure Dr. Ferdinand Hager (Feratel) / n.n. (APG)
15:30	<i>Coffee Break</i>		
16:15	[16] OVAB Europe Retail Panel - The Role of Digital Signage in a Multi Channel Retail World Joan Clotet (DS Digital Screens) / Alan Kaufman (Dynascan) / Florian Zimmermann (mfi) / Roland Grassberger (Grassfish) / Dirk Kiefer (didas) Moderation: Florian Rotberg / Willy Knoke		
17:15	[17] OVAB Europe Digital Signage Panel - Outlook 2015: Europe's Digital Signage Markets between Breakthrough and Consolidation Brian Dusho (DPAA / Broadsign) / Mariusz Orzechowski (PDSA / NEC) / Vladimir Kozlov (Digisky) / Frank Larsen (Scala) Moderation: Oliver Schwede (invidis consulting) / n.n.		
18:15	<i>Networking Event at the Airbräu Restaurant</i>		