

18 - 19 September 2013  
Kempinski Hotel Airport Munich

19<sup>th</sup> September 2013

	TRACK I – Simultaneous translation available	TRACK II	TRACK III
10:00 – 10:45	<b>Key Note: Borderless Digital Signage – Trends and Drivers in the EMEA Digital Signage / DooH Industry and Outlook 2015</b> Florian Rotberg (invidis consulting) / Oliver Schwede (invidis consulting)		●
10:45 – 11:15	<b>In the Spotlight: Empowering Africa – Digital Signage in the Savanna</b> Abdul Bakhrani (SmartScreen) / Florian Rotberg (invidis consulting)		●
11:15 – 12:00	<b>OVAB Europe DooH Panel: DooH in a changing Media Landscape</b> Dr. Kai-Marcus Thäsler (Infoscreen) / Christian Vaglio-Giors (Neo Media Group) / Dirk Hülsermann (NEC Display Solutions Europe / OVAB Europe) / Winfried Karst (Amscreen Group) Moderation: Florian Rotberg (invidis consulting) / Dr. Frank Goldberg (Smart TV-Networks)		●
12:15 – 13:30	Lunch Break	<b>Guided Tour Airport Munich – Oliver Schwede (invidis consulting) / Wolfram Last (NEC Display Solutions Europe)</b>	●
13:30 – 14:00	<b>Future technologies – impacts on Digital Signage and Digital-out-of-Home</b> ● Markus Deserno (SEEN MEDIA)	<b>Augmented Reality as part of multiplatform concepts</b> ● Gülcan Ucbek (Metaio)	
14:00 – 14:30	<b>How to grow audience activity and stimulate loyalty programs:</b> Dieter Sawatzki (SawatzkiMühlenbruch) / Patrick Schröder (dimerdis) / Florian Zimmermann (mfi) ●	<b>Creative solutions for individual needs - a showcase of new „trends“ to reach the audience</b> ● Fabian Dittmann (Capture Media)	
14:30 – 15:00	<b>Beyond bezels – an innovative approach to multi display solutions with DaaS</b> ● Prof. Dr. Philipp Slusaliek (DFKI)	<b>Digital Signage: Targeting, Interactivity and Privacy Implications</b> ● Stephan Zimprich (Field Fisher Waterhouse)	<b>Project Report: Oslo Central Station – Planning and Installation of one of Europes largest Semi-Outdoor Video-walls: Alexander Miskiw (GDS / Global Display Solutions Spa)</b> ●
15:00 – 15:30	<b>invidis Panel: Digital Signage – Convincing small and medium businesses (in German):</b> Tobias Nagel (ALSO) / Joachim Wieczorek (Samsung) / Bernd Brencher (Brencher Systemgastronomie) ●	<b>Leafengine – Context Aware Signage: The new Digital Signage Middleware</b> ● Thorsten Wilm (NEC Display Solutions Europe)	<b>Project Report: Alpine DooH – Advertising at the Point of Pleasure</b> ● Dr. Ferdinand Hager (feratel media technologies)
15:30 – 16:15	Coffee Break		
16:15 – 17:00	<b>OVAB Europe Retail Panel: The Role of Digital Signage in a Multi Channel Retail World</b> Alan Kaufman (Dynascan) / Florian Zimmermann (mfi) / Roland Grassberger (Grassfish) / Dirk Kiefer (didas) Moderation: Oliver Schwede (invidis consulting) / Josef Wilhelm Knoke (SEEN MEDIA)		●
17:15 – 18:00	<b>OVAB Europe Digital Signage Panel: Outlook 2015 – Europe’s Digital Signage Markets between Breakthrough and Consolidation</b> Brian Dusho (BroadSign International / DPAA) / Mariusz Orzechowski (NEC Display Solutions Europe / PDSA) / Vladimir Kozlov (DigiSky) / Tom Nix (Scala) Moderation: Oliver Schwede (invidis consulting)		●
18:15 – 23:00	Networking Event at the Airbräu Restaurant		