



**digital signage** 7th MUNICH CONFERENCE

18 - 19 September 2013  
Kempinski Hotel Airport Munich

# Borderless Digital Signage

Europe's leading Digital Signage and  
Digital out of Home Strategy Conference

**Networking | Presentations | Workshops | Exhibition**

**Instore-TV  
Point-of-Sale  
Big Data  
Multichannel-Marketing  
Analytics**



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**Florian Rotberg,**  
Managing Director  
invidis consulting



**Dirk Hülsermann,**  
Founding President and  
Chairman OVAB Europe

Dear conference visitor,

I would like to welcome you in the name of invidis consulting and OVAB Europe to the 7<sup>th</sup> OVAB Digital Signage Conference Munich 2013. The digital out of home and digital signage industry has grown tremendously in recent years. Digital signage is changing from a standalone communication platform to a fully integrated communication solution.

Today digital signage plays an integral part in a multi-channel retail environment, embedded in vending machines, powering digital out of home displays in public spaces and connected to media platforms. We call it "Borderless Digital Signage".

We are looking forward to exciting two days at the OVAB Digital Signage Conference with numerous strategic presentations, excellent speakers and panel participants and last but not least industry networking.

Enjoy the conference.

Yours,

**Florian Rotberg,**  
Managing Director invidis consulting

Dear conference visitor,

Digital signage and digital out of Home (DooH) are well established in retail, transportation and media. OVAB Europe has worked very hard in the last five years to form this industry. We have established standards which are being implemented across Europe and beyond. Our standards enable the industry and their customers to reach further, engage with consumers and transport dynamic messages.

But we are a very young industry / media and need to adapt continuously to changing demands of the markets. Technology is developing fast, communication

behaviors are changing and the media market demands automatic platforms for DooH.

OVAB Europe continues to represent and shape the industry in Europe with events, workshops, new and updated standards and a new certification program.

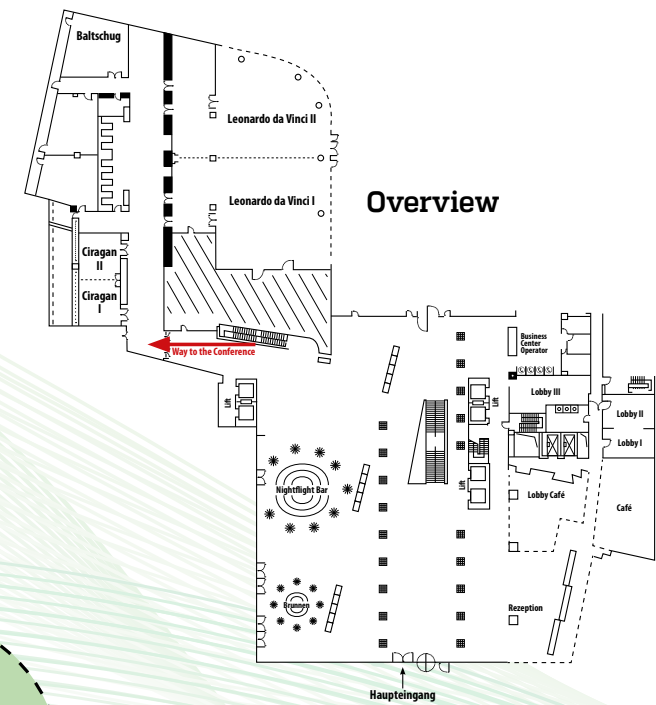
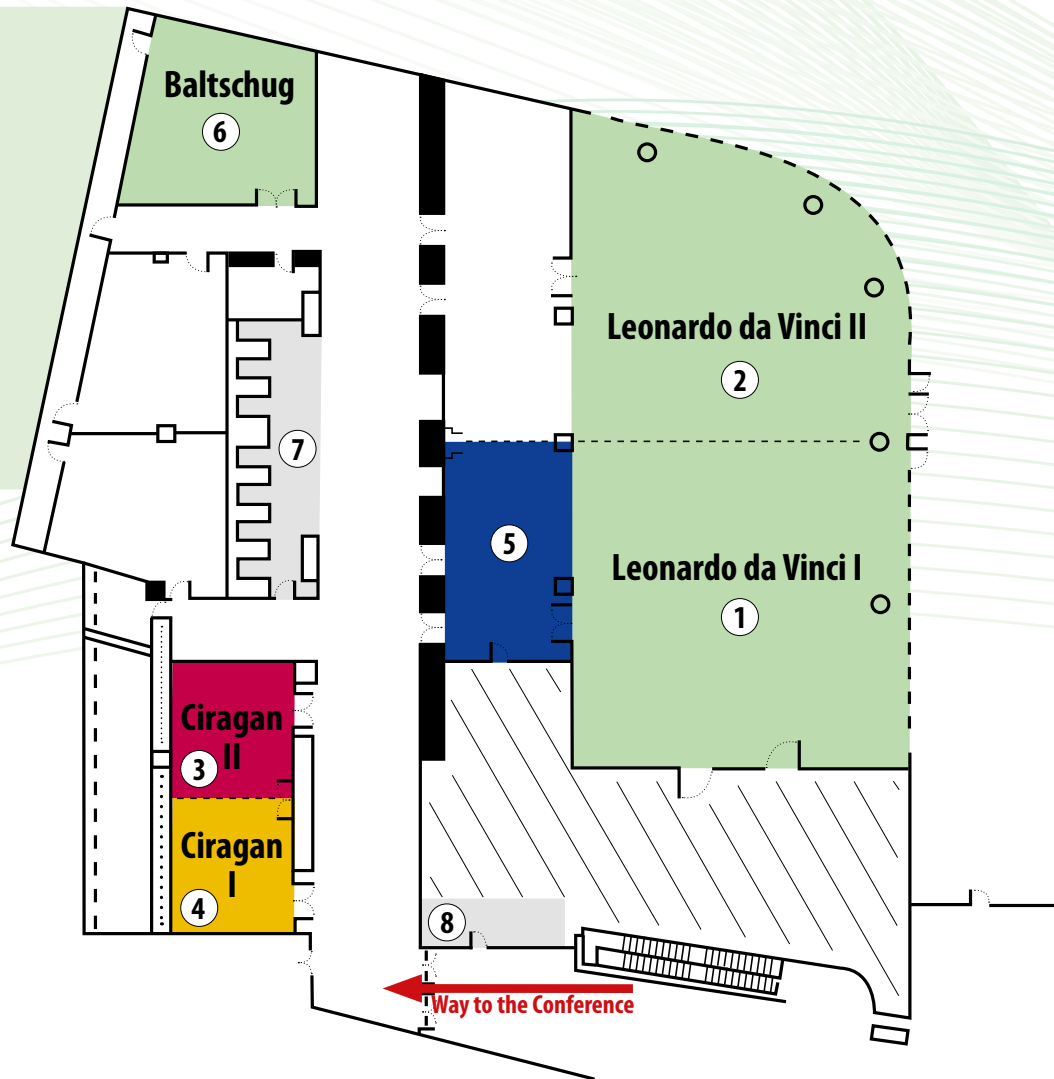
I wish you a great conference and inspiring talks with colleagues from the digital signage and DooH industry.

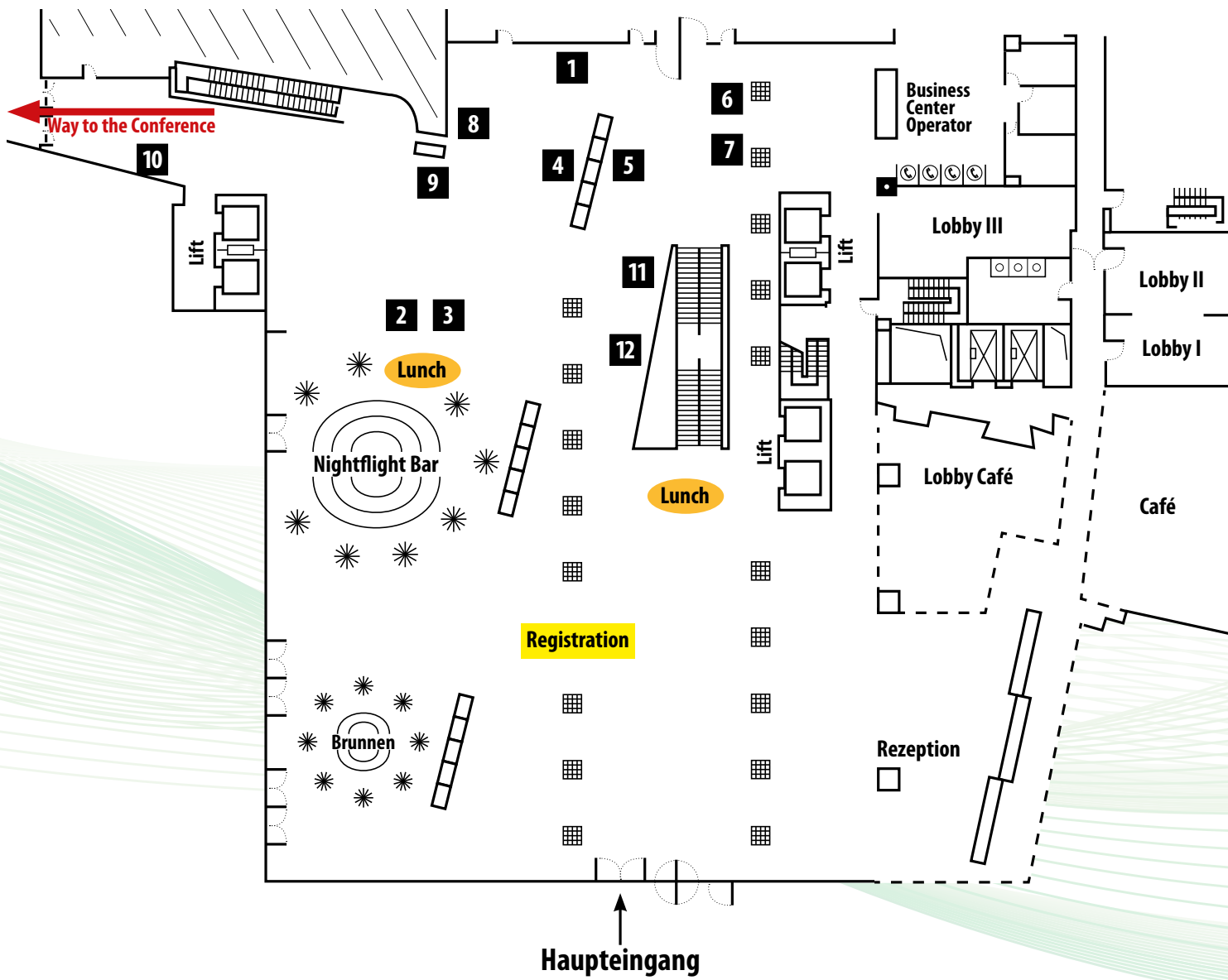
Yours,

**Dirk Hülsermann,** President OVAB Europe

# Conference Plan

- ① Presentations / Panels
- ② Presentations
- ③ LG Platinum Lounge
- ④ invidis Lounge
- ⑤ Samsung SoC Area
- ⑥ Presentations
- ⑦ Wardrobe
- ⑧ Toilets





- 1** LG Electronics (Platinum)
- 2** NEC Display Solutions Europe (Gold)
- 3** Samsung Electronics (Gold)
- 4** Sharp (Silver)
- 5** DynaScan Technology (Silver)
- 6** MMD Philips (Silver)
- 7** ALSO (Silver)
- 8** vfree.tv (Bronze)
- 9** iiyama (Bronze)
- 10** HAGOR Products (Bronze)
- 11** SEDLBAUER (Bronze)
- 12** SMIL-Player / LionDATA (Bronze)

# Conference Program

18 <sup>th</sup> September 2013		
10:30		
11:00		
11:30		
12:00		
12:30		
13:00		OVAB Europe Annual Membership Meeting
13:30		
14:00		
14:30		
15:00	Installation Tour Explorer Munich City	OVAB Standards Workshop: One year after launch
15:30		
16:00		
16:30		
17:00		
17:30		

## 19<sup>th</sup> September 2013

	TRACK I – <i>Simultaneous translation available</i>	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) <i>Moderation: Florian Rotberg (invidis consulting) / Dr. Frank Goldberg (Smart TV-Networks)</i>		●
12:15 – 13:30	Lunch Break	<b>Guided Tour Airport Munich –</b> Oliver Schwede (invidis consulting) / Wolfram Last (NEC Display Solutions Europe)	
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 (dimedis) / 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 Slusallek (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:</b> Alexander Miskiw (GDS / Global Display Solutions Spa) ●
15:00 – 15:30	<b>invidis Panel: Digital Signage – Convincing small and medium businesses</b> (in German): Tobias Nagel (ALSO) / Joachim Wieczorek (Samsung) / Bernd Brencher (Brencher System-gastronomie). <i>Moderation: Oliver Schwede (invidis consulting)</i> ●	<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) <i>Moderation: Oliver Schwede (invidis consulting) / Josef Wilhelm Knoke (SEEN MEDIA)</i>		●
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) <i>Moderation: Oliver Schwede (invidis consulting)</i>		●
18:15 – 23:00	Networking Event at the Airbräu Restaurant		

# Speakers

## Presentations

### Key Note:

**Borderless Digital Signage - Trends and Drivers in the EMEA Digital Signage / DooH Industry and Outlook 2015**



**Florian Rotberg**  
Managing Director  
invidis consulting



**Oliver Schwede**  
Senior Analyst  
invidis consulting

### In the Spotlight:

**Empowering Africa - Digital Signage in the Savanna**



**Abdul Bakhrani**  
CEO  
SmartScreen



**Florian Rotberg**  
Managing Director  
invidis consulting



## Guided Tour Airport Munich



**Oliver Schwede**

Senior Analyst  
invidis consulting



**Wolfram Last**

Manager Sales  
Operations D-A-CH,  
NEC Display Solutions  
Europe



**Markus Deserno**

Managing Shareholder  
SEEN MEDIA



**Dieter Sawatzki**

Managing Director  
SawatzkiMühlenbruch



**Gülcan Ucbek**

Business Development  
Manager  
metaio



**Patrick Schröder**

Division Manager  
Digital Signage  
dimedis



**Fabian Dittmann**

Managing Director  
Capture Media



**Florian  
Zimmermann**

Assistant Service  
Companies  
mfi Shopping Center  
Management



**Stephan Zimprich**

Attorney-at-Law, Media  
and Privacy Law Expert  
Field Fisher Waterhouse



**Alexander Miskiw**

Strategic Accounts  
Manager  
Global Display Solutions



**Prof. Dr.  
Philipp Slusallek**

Scientific Director  
German Research Center  
for Artificial Intelligence  
(DFKI)



**Thorsten Wilm**

Manager Software  
Solutions and Future  
Technologies  
NEC Display Solutions  
Europe



**Dr.  
Ferdinand Hager**

CTO  
feratel media  
technologies

# Speakers

## Panels

### Moderators:



**Florian Rotberg**  
Managing Director  
invidis consulting



**Oliver Schwede**  
Senior Analyst  
invidis consulting



**Dr. Frank Goldberg**  
Managing Director  
Smart TV-Networks



**Josef Wilhelm Knoke**  
Chairman Business  
Advisory Board  
SEEN MEDIA

### OVAB Europe DooH Panel DooH in a changing Media Landscape



**Dr. Kai-Marcus Thäsler**  
CEO  
Infoscreen



**Christian Vaglio-Giors**  
CEO  
Neo Media Group



**Dirk Hülsermann**  
Manager DOOH Solutions (NEC) / President (OVAB Europe)  
NEC Display Solutions Europe / OVAB Europe



**Winfried Karst**  
CEO Central Eastern Europe  
Amscreen Group

**invidis Panel**  
**Digital Signage - Convincing small and medium businesses**



**Tobias Nagel**  
Head of BU  
Digital Signage  
ALSO Deutschland



**Joachim Wiczorek**  
Sales Manager  
Display Department  
Samsung



**Bernd Brencher**  
CEO  
Brencher  
Systemgastronomie

**OVAB Europe Retail Panel**  
**The Role of Digital Signage in a Multi Channel Retail World**



**Alan Kaufman**  
President  
DynaScan  
Technology



**Florian Zimmermann**  
Assistant Service  
Companies  
mfi Shopping Center  
Management



**Roland Grassberger**  
CEO  
Grassfish Marketing  
Technologies



**Dirk Kiefer**  
Managing Director  
DIDAS Business  
Services

**OVAB Europe Digital Signage Panel**  
**Outlook 2015 - Europe's Digital Signage Markets between Breakthrough and Consolidation**



**Brian Dusho**  
CEO  
BroadSign  
International



**Mariusz Orzechowski**  
Director Sales &  
Marketing Central  
South East Europe (NEC)  
President (PDSA)  
NEC Display Solutions  
Europe / PDSA



**Vladimir Kozlov**  
CEO  
DigiSky



**Tom Nix**  
CEO  
Scala



# digital signage <sup>8th</sup> MUNICH CONFERENCE

17 – 18 September 2014  
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**Save the Date!**  
**17 – 18 September**  
**2014**

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