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Digital Signage Professionell

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4th Munich Digital Signage Conference 2010

Simplifying the Digital Signage Business

Programme – Speakers – Partners

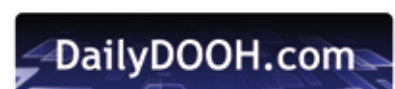


4th Munich Digital Signage Conference 2010 19-20 October 2010 Munich Airport/Germany

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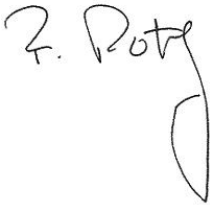
Thanks to our media partners:



Welcome to the 4th Munich Digital Signage Conference!

I would like to welcome you to Munich in the name of invidis consulting and OVAB Europe. After last year's economic problems, we are pleased to see that many businesses are looking ahead with renewed optimism. Nevertheless, our business sector is faced with many challenges. The largest of these are: trying to reduce the costs of Digital Signage, simplifying our processes and increasing the benefits to our customers. That is why we have given this year's conference the motto "Simplifying the Digital Signage Business". We want to reduce the initial obstacles for our customers and we would like to strengthen partnerships and alliances within the industry – preferably on an international scale. That is why we are looking forward to the contributions of the speakers and to some lively discussions amongst the visitors.

Yours,
Florian Rotberg




Florian Rotberg
Managing Director

Dear Readers,

The third quarter of the year which has just come to an end has been successful for our line of business. Companies which are genuine heavyweights, such as Ströer Interactive and Deutsche Telekom, have been investing heavily in digitalization since the beginning of the year. On the one hand, these investments stimulate competition; on the other hand, they enhance the status of, and attract attention to, the entire DooH industry. The involvement of well-known players in our market helps all of us and will lead to an increased acceptance by existing customers as well as by new customers. Another lever which could lead to more trust being accorded to DooH media is the aim at standardization which OVAB Europe has consistently followed from the beginning, particularly regarding methods of measurement of reach. We are, therefore, especially pleased that one of our members, ECE Flatmedia, is supporting this project by presenting its GfK study on reach. Along with many other interesting topics, standardization will be one of the central themes at the 4th Digital Signage Conference. I hope that you will enjoy a pleasant conference and have many exciting insights and discussions.

Yours,
Dirk Hülsermann




Dirk Hülsermann
Vorsitzender OVAB Europe

Organizers

Internationalization: Interview with the founders of invidis consulting page 6

Climate: The European sectoral index DBCI page 8

Simplification: OVAB Europe aims at standards for the industry page 10

Partners

Network: Worldwide cooperations strengthen the work of invidis consulting

Events

Exhibitions: The branch shows its diversity at ISE and CeBIT among others

Programme

At a glance: The programme of the conference and all the information about the location of event

Speakers

Who is who: Overview of all the speakers at the conference page 20



DE

Veranstalter

Internationalisierung: Ein Interview mit den invidis-Gründern	Seite 6
Klima: Der europäische Branchenindex DBCI im Fokus	Seite 8
Vereinheitlichung: Der OVAB Europe fordert Branchen-Standards	Seite 10

Partner

Netzwerk: Weltweite Kooperationen stärken die Arbeit von invidis consulting	Seite 11
--	----------

Events

Messen: Auf der ISE, CeBIT und Co. zeigt sich die Vielfalt der Branche	Seite 14
---	----------

Programm

Auf einen Blick: Das Konferenzprogramm und wichtige Informationen zum Veranstaltungsort	Seite 16
--	----------

Referenten

Who is who: Die Referenten der Konferenz im Überblick	Seite 20
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EN Looking beyond the horizon

Digital Signage providers are going international – much to the satisfaction of insiders in the business

By Stefanie Walter

In its function as an advisor on strategy and projects for the Digital Signage sector, invidis consulting is aware of its potential, the trends, but also of the problems that can arise. The founders, Florian Rotberg and Oliver Schwede, have watched Digital Signage growing over the past four years and firmly believe in the success of this line of business.

Mr. Rotberg, Mr. Schwede, you specialized in Digital Signage very early on. That was surely not always easy?

invidis: That's right. For many years the market was not receptive, but luckily ever more businesses are looking for independ-

ent advice and market research. We felt that it was always important to remain neutral and thus to establish ourselves on the market. Right from the beginning we wanted to differentiate ourselves from those agencies which pushed specific projects and who operated on the market under the guise of neutral consultancy.

As independent analysts of the business sector, you have a comprehensive overview. What must consultants take into consideration?

invidis: It is extremely important to watch the trends and drivers, which are different in every branch. Digital Signage projects

must adapt to these, not vice versa. A lot of market participants make the mistake of not paying enough attention to their target group and thus to the vertical market. This is where we come in.

What is the reason for this attitude?

invidis: Most Digital Signage suppliers are still technology driven and this is what they communicate towards potential customers. They do not really adapt their offering to the needs of the specific markets. In general we see a big weakness in the sales structure and partner structure. This hampers the market penetration.

DE

Über den Tellerrand hinaus

Die Digital Signage-Anbieter internationalisieren sich, durchaus zum Wohlwollen der Branchenkenner

Von Stefanie Walter

Als Strategie- und Projektberatung für die Digital Signage-Branche kennt invidis consulting das Potential, die Trends, aber auch die Probleme. Die Gründer Florian Rotberg und Oliver Schwede begleiten Digital Signage seit nunmehr vier Jahren und glauben fest an den Erfolg der Branche.

Herr Rotberg, Herr Schwede, Sie haben sich schon sehr früh auf das Thema Digital Signage spezialisiert. Das war sicher nicht immer einfach?

invidis: Das ist richtig. Viele Jahre war der Markt dafür noch nicht reif, aber erfreulicherweise wünschen nun immer mehr

Unternehmen unabhängige Beratung und Marktforschung. Uns war es immer sehr wichtig, das Thema neutral anzugehen und uns so am Markt zu positionieren. Wir wollten uns von Anfang an von den reinen Projektvermittlern, die unter dem Deckmantel der Beratung am Markt agieren, differenzieren.

Als unabhängige Analysten der Branche haben Sie einen umfassenden Überblick. Worauf müssen Berater achten?

invidis: Es ist enorm wichtig, auf die Trends und Drivers zu schauen, die in jeder Branche unterschiedlich sind. Digital Signage-

Projekte müssen sich diesen anpassen, nicht umgekehrt. Viele Marktteilnehmer machen den Fehler, sich nicht um ihre Zielgruppen und damit die vertikalen Märkte zu kümmern – da kommen wir dann ins Spiel.

Gibt es für dieses Handeln einen bestimmten Grund?

invidis: Ja. Die meisten Digital Signage-Anbieter argumentieren gegenüber ihren potentiellen Kunden immer noch mit der Technik. Sie verstehen es nicht ihre Produkte den Kundenbedürfnissen und damit den Zielmärkten anzupassen. Generell kann man sagen, dass der Vertrieb und die



For a long time, Digital Signage was a niche branch in which a lot of experimenting was going on. Has this changed?

invidis: The business sector has grown up, the market has consolidated and competition is becoming harder. As a consequence, the strongest and most successful providers assert themselves – a development that we see in a positive light.

You are based in Germany. How interesting are foreign markets for you?

invidis: Very interesting. We already have many projects in foreign language

markets. Alongside industrial clients, whom we advise on Business Development, we also arrange and organize various events, for example in Amsterdam, Moscow, and the Gulf region. We provide the European Branch Index DBCI for OVAB Europe. So as to be able to fulfil these tasks throughout Europe, we have set up a network with our foreign partners.

Why is that important?

invidis: The internationalization of the Digital Signage sector is growing rapidly. Instead of local providers, there are ever more businesses operating on a Europe-wide scale. That simplifies processes,

lowers costs, and strengthens the position of the Digital Signage medium as opposed to the classical media. That is why the motto of our conference is: "Simplifying the Digital Signage Business".

Thank you for the interview.



Oliver Schwede



Florian Rotberg

Partnerstruktur die größte Schwachstelle der Anbieter sind. Das erschwert den Marktzugang.

Digital Signage war lange Zeit eine Nischenbranche, in der sehr viel experimentiert wurde. Hat sich das geändert?

invidis: Die Digital Signage-Branche ist erwachsen geworden, der Markt konsolidiert sich und der Wettbewerb wird härter. Folglich setzen sich die stärksten und erfolgreichsten Anbieter durch – eine Entwicklung, die wir durchaus positiv sehen.

Sie sind in Deutschland ansässig. Wie interessant sind die anderen Märkte für Sie?

invidis: Sehr interessant. Wir haben mittlerweile viele Projekte jenseits des deutschsprachigen Marktes. Neben Industriekunden, die wir im Business Development beraten, gestalten und organisieren wir verschiedene Veranstaltungen, zum Beispiel in Amsterdam, Moskau und der Golfregion. Für OVAB Europe erstellen wir den europäischen Branchenindex DBCI. Um diese Aufgaben europaweit durchzuführen, haben wir uns ein Netzwerk mit ausländischen Partnern aufgebaut.

Weshalb ist das wichtig?

invidis: Die Internationalisierung der Digital Signage-Branche schreitet sehr schnell voran. Statt lokaler Anbieter gibt es immer mehr europaweit agierende Unternehmen. Das vereinfacht Prozesse, senkt Kosten und stärkt die Position des Mediums Digital Signage gegenüber den klassischen Medien. Deswegen auch das Motto unserer Konferenz „Simplifying the Digital Signage Business“.

Vielen Dank für das Gespräch.

Slight decrease – but positive expectations

The DBCI Digital Signage Business Climate Indicator of Economic Sentiment for Europe now stands at 43.0 points. This value is below the indicator's historical average of 48.4 points

By Florian Rotberg

The economy developed very dynamically so far in the current year. This is documented by the latest Gross domestic product (GDP) growth estimates and by corporate data from the current reporting period. The current decrease of the economic sentiment indicates that the exceptional growth observed in the last two quarter is unlikely to continue.

Even 43 index points are the lowest indicator surveyed so far it still is a very positive result compared to other industries. The index of 43 is in the top third of the scale stretching from -100 to 100.

In August (Q2 2010 survey) the current business climate in the Top 5 Markets in Europe differed dramatically from expectations.

The current Market indicator across all five markets (Germany/Austria/Switzerland, UK, France, Italy and Spain) stands at 24.4 points whereas the expectation for the coming six months tops at 68 index points.

The big difference between current and future market indicators in a general positive market surrounding is partly due to the fact that projects take on average 10-12 months to materialize. A strong rise in request for proposals has been monitored by the experts. Now it is time to see how the requests turn into orders.

This year, there have been a few changes in analyzing the data for the DBCI. The DBCI 5 Index reflects the business climate

DBCI

Leichter Rückgang – aber positive Zukunftsaussichten

Der Digital Signage Geschäftsklimaindex (DBCI) erreicht in diesem Jahr 43 Punkte und rutscht damit unter den Gesamtdurchschnitt von 48,4 Punkten

Von Florian Rotberg

Die Wirtschaft entwickelt sich in diesem Jahr sehr rasant, was auch die Schätzungen des Bruttoinlandproduktes (BPI) und die Firmenangaben des DBCI belegen. Die abflauende Stimmung der Wirtschaft deutet daraufhin, dass das außergewöhnliche Wachstum der ersten zwei Quartale in 2010 sich nicht fortsetzen wird.

Das Ergebnis von 43 Punkten ist zwar das niedrigste seit Beginn des DBCI, doch im Vergleich zu anderen Industriezweigen und Branchen ist es dennoch positiv. Die Skala reicht von minus 100 bis plus 100 Punkte, mit 43 bewegt sich das derzeitige Ergebnis also im oberen Drittel.

Interessant ist, dass sich im August dieses Jahres die Einschätzungen der aktuellen Lage in den Top 5 Märkten Europas deutlich von den Zukunftserwartungen unterscheiden. Momentan erreichen alle fünf Märkte (Deutschland/Österreich/Schweiz, Großbritannien, Frankreich, Italien und Spanien) 24,4 Punkte. Die Erwartungen für die kommenden sechs Monate dagegen liegen bei 68 Punkten.

Der Grund für diesen Unterschied ist sicherlich, dass viele Projekte zehn bis zwölf Monate bis zur Umsetzung benötigen. Die Zahl der Anfragen ist laut Experten gestiegen. Nun muss sich zeigen, inwieweit aus ihnen konkrete Projekte hervorgehen.

of the five leading digital signage markets in Europe. That includes Germany/Austria/Switzerland, UK, France, Italy and Spain. The DBCI Euro 10 includes the results of all participating markets and is much more volatile. Participation in smaller markets is often lower than 25 companies and therefore more vulnerable against individual business situation.

Results in detail:

Germany / Switzerland / Austria

Market conditions in the German speaking market are still exceptional good but risks for economic growth arise from a weak development abroad. The current climate stands at 34,1 compared to the Euro 5 average of 24,4. Expectations for the upcoming six months is very high at 72,5, trailing second behind Italy.

United Kingdom

The UK markets ranked last in expectations as well as in the overall DBCI index. One reason is that the digital signage markets are more mature in Britain and advertising networks are quite do-

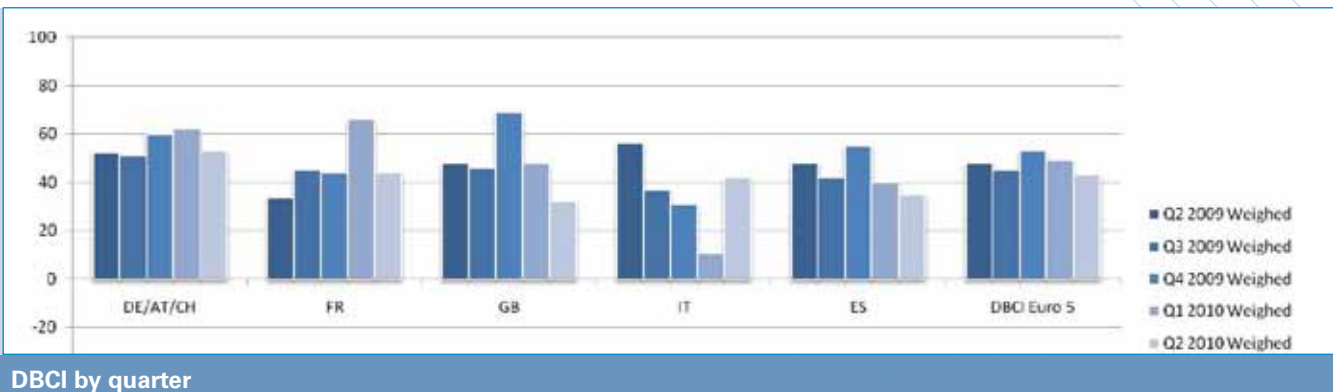
minant. So the effects of the slowly recovering advertising markets are reflected in the survey. In general UK has been much harder hit from the economic downturn in 2009 compared to the big economies on the continent.

Spain / Italy

Both markets were hard hit in the first half of 2010. Italy suffered in Q1 from new regulations regarding license fees. This one time effect has been eliminated with the current survey. Spain is a different story – with a more damped outlook comparable to the UK. The domestic economy is suffering quite heavily and therefore demand for capex intensive digital signage installation is low.

France

The French current state of the industry wasn't very positive but a promising outlook helps France to rank second at the DBCI. The spread of advertising networks is still quite low and corporate installations are just picking up. That leads to a more positive index than expected.



DBCI by quarter

In diesem Jahr wurden bei der Datenauswertung des DBCI einige Änderungen vorgenommen. Der DBCI 5 spiegelt das Geschäftsklima der fünf führenden Digital Signage-Märkte in Europa wider. Der DBCI 10 enthält die Ergebnisse aller teilnehmenden Märkte. Er unterliegt starken Schwankungen, da in den kleineren Märkten oft nur weniger als 25 Firmen an der Befragung teilnehmen und die Ergebnisse nicht mehr repräsentativ für den gesamten Markt sind.

Ergebnisse im Einzelnen:

Deutschland / Schweiz / Österreich

Die Situation des deutschsprachigen Marktes ist noch immer außergewöhnlich gut, aber negative Auswirkungen drohen durch die schwache Entwicklung im Ausland. Mit 34,1 Punkten liegt der Markt über dem Durchschnitt der Top 5. Die Aussichten für die kommenden sechs Monate sind mit 72,5 Punkten sehr hoch und liegen auf Platz zwei nach Italien.

Großbritannien

Bezogen auf die Zukunftserwartungen liegt der britische Markt auf dem letzten Platz. Ein Grund ist sicher, dass der Digital

Signage-Markt dort bereits gereift und Werbenetzwerke sehr dominant sind. Die angeschlagenen Werbemärkte erholen sich nur langsam, das spiegelt sich auch im DBCI wider. Insgesamt wurde der britische Markt von der Wirtschaftskrise 2009 härter getroffen als andere große Märkte in Europa.

Spanien / Italien

Beide Märkte haben herbe Einbußen in der ersten Hälfte 2010 erlitten. In Italien wirkten sich die neuen Regelungen der Lizenzgebühren aus, doch hat der Markt diesen einmaligen Effekt mittlerweile überwunden. Anders in Spanien: Dort ist der wirtschaftliche Ausblick vergleichbar mit dem in Großbritannien. Die Wirtschaft leidet und die Investitionen in Digital Signage-Installationen sind entsprechend gering.

Frankreich

Momentan befindet sich Frankreich nicht in einer guten wirtschaftlichen Lage. Die Verbreitung der Werbenetzwerke ist gering, Installationen für Unternehmenskommunikation nehmen allerdings zu. Aber die Aussichten sind so positiv, dass es für Platz Zwei im DBCI reicht.

EN DooH requires standards

Establishing standards across Europe is a long term mission

By Florian Rotberg

Digital Signage is a fast growing industry and therefore it is increasingly important to establish standards. The aim of OVAB Europe is to develop a standard for the proof of play and a generally valid media currency.

For the proof of play, advertisers and media agencies expect definitive proof that their commercials are aired correctly and that DooH network operators report this in a standard format. That would allow a comparison between the different networks and it is the mission of the OVAB Proof-of-Play Standard committee.

POPAI has published basic playlog standards. Playlog is a record of information created from the digital signage system players reflecting the content played, the system's performance and

other data. A well-defined playlog format provides necessary information for digital signage network users to audit, monitor and act on the intelligence. Such a standardized format provides credibility to the digital signage users by ensuring the required information is present. On the basis of this, OVAB Europe aims to develop a seamless, hardware-supported, proof of play standard.

It is also very important to deliver data concerning reach and performance of the DooH networks to media agencies to simplify media buys. Therefore, the concept of standardizing and packaging advertisement space gets more and more relevant.

Aggregators need standards for display characteristics and vital data in order to gain trust and credibility in the young and upcoming DooH media. OVAB Europe is working on establishing generally accepted standards as well as a common media currency. Standardizing metrics across Europe is a long term goal, but it is necessary for establishing DooH as a medium among the media and advertising industry.

OVAB Europe Standard committee will present a standard framework at the Munich Digital Signage Conference.



DE

DooH benötigt Standards

Die Entwicklung europaweiter Standards ist eine langfristige Aufgabe

Von Florian Rotberg

Digital Signage ist eine schnell wachsende Branche, allerdings gibt es noch keine Standards in Bezug auf digitale Werbenetzwerke. Das Ziel von OVAB Europe ist es, Standards für den Proof-of-Play und eine allgemein akzeptierte Medienwährung zu entwickeln.

Werbekunden und Medienagenturen erwarten von einem Medium eindeutige Nachweise über die Leistungserbringung und dessen Effektivität. Für DooH bedeutet dies, dass die Ausstrahlung der Werbung nachgewiesen und die Rezeption qualifiziert und quantifiziert werden muss.

Nur ein standardisierter Prozess kann dabei die Vergleichbarkeit zwischen den verschiedenen Netzwerken erbringen. Dies ist das erklärte Ziel der OVAB Proof-of-Play Standard Arbeitsgruppe.

POPAI hat dazu vor einiger Zeit grundlegende Playlog-Standards entwickelt und veröffentlicht. Das Playlog ist ein Protokoll, das alle relevanten Daten beinhaltet, die als Leistungsnachweis für den Werbekunden dienen. Gegenüber Digital Signage-Nutzern verleiht solch ein standardisiertes Format dem Medium Glaubwür-

digkeit. Darauf aufbauend, entwickelt OVAB Europe einen lückenlosen, Hardware-basierten, Proof-of-Play Standard.

Um die Akzeptanz unter den Mediaplanern zu sichern, muss sich ein solcher Standard an den Leistungsdaten anderer, etablierter Medien orientieren.

Weiterhin muss ein solcher Standard von sämtlichen Netzwerk-Aggregatoren (Buchungsplattformen) übernommen werden, um gegenüber Mediaagenturen, Marken und Mediaplanern geschlossen und einheitlich aufzutreten und so den Zugang zu diesem neuen Medium zu erleichtern.

Das Ziel des OVAB Europe ist es, dass dieser Prozess von allen Marktführern in ganz Europa unterstützt und getragen wird, um DooH als Werbemedium zu etablieren und dessen Position zu stärken.

Das OVAB Europe Standard Committee wird auf der Münchner Digital Signage Konferenz diesen Prozess anstoßen und die Rahmenbedingungen dafür schaffen.

The unification of out of home media

The DooH community has to offer flexible communications solutions

By Chris Heap

The Imperative Group is an independent DooH development agency. Over the last year we have been exposed to several key trends from both vendors and end-users that inform the way in which the market is shaping up. Moving forwards, the focus will be less on technical capability and more on services, solutions, packaging, integration and added-value, led mainly by end-users who want to embed digital place-based media more fully into their business.

What this means for us and other companies engaged in the early stages of the planning process is that we see a lot of new "unified" thinking with regard to how screens, interactive, mobile, gestural and augmented reality fit more deeply into the fabric not

just of a company's media offering but in the way it does business in front of customers and operationally behind the scenes.

For us, we therefore have visibility of the development pipeline for a large number of end user customers and we can say with certainty that the scope of work and investment into this much more unified approach is considerable and exciting.

We believe the opportunity for the DOOH community will be to offer flexible, modular unified communications solutions that allow end users to migrate up (or even down in difficult times) and across a portfolio of products and services in order to provide what we call an elastic service offering.

IMPERATIVE
GROUP



Chris Heap, Managing Director,
Imperative Group

Die Vereinheitlichung von Out-of-home-Medien

Die DooH-Gemeinschaft muss flexible Kommunikationslösungen anbieten

Von Chris Heap

Die Imperative Group ist ein Zusammenschluss eine unabhängige Berater und Agenturen, die sich auf die Entwicklung von ganzheitlichen Digital Signage-Lösungen spezialisiert haben. In Zukunft wird der Fokus weniger auf dem technischen Leistungsvermögen liegen als viel mehr auf Dienstleistungen, Lösungskonzepten, Integration und Mehrwert. Diese Trends leitet die Imperative Group aus den Projekten des vergangenen Jahres und dem Feedback ihrer Kunden, die digitale, ortsgebundene Medien einsetzen, ab.

Für uns als Imperative Group bedeutet das, dass wir viel mit einer neuen „vereinheitlichenden“ Denkweise konfrontiert werden. Diese betrifft insbesondere die Art und Weise wie Interaktivität mit Bildschirmen so umgesetzt wird, dass sie in die

Kommunikation des Kunden passt. Augmented Reality ist dabei eine Erweiterung der Interaktivität, die zukünftig verstärkt zum Einsatz kommen wird.

Wir haben einen Einblick in die Entwicklungen bei einer großen Anzahl von Endkunden und sind uns sicher, dass der Aufwand für interaktive Installationen, die sich an den Bedürfnissen des Kunden orientieren, in Zukunft noch wachsen wird.

Wir glauben an ein „flexibles Serviceangebot“, das an den Endkunden individuell angepasst wird und seine Kommunikationsziele unterstützt. Dazu bedarf es Standardlösungen, die jederzeit an die sich ändernden Kundenbedürfnisse adaptiert werden können.

EN "It's all about the customer"

Nova Versa sees a need to firmly focus on emerging consumer trends

By Ilona Klevansky

The Cross-Media, Marketing and Consulting Agency Nova Versa combines strategic, creative, conceptual and analytical insights to advise Brands, Agencies, Retailers, Marketers and Network Owners – providing integrated marketing services and consultancy with a focus on digital signage.

Our concept is simple: "It's all about the customer" and understanding consumer behavior allows for a successful communication stream, which in turn promotes consumer loyalty, value and trust. Nova Versa provides a complete business life-cycle for our clients' cross media initiatives, whilst helping navigate the entire

process – from identifying the business objectives, building/executing an effective plan to ensuring success through measured results.

There is a need to concentrate and focus firmly on emerging consumer trends, as they will shape the way businesses communicate with their audience. Some challenges are that companies still fail to deploy effective networks for their venues because they do not consider the importance of planning which results in poor choice of location, technology and content.

**Ilona Klevansky,
Managing Director**



NOVA VERSA

DE

„Der Kunde ist König“

Nova Versa sieht einen Bedarf darin, das Augenmerk auf aufkommende Verbrauchertrends zu richten

Von Ilona Klevansky

Die Crossmedia-, Marketing- und Beratungsfirma Nova Versa kombiniert strategische, kreative, konzeptuelle und analytische Erkenntnisse, um Handelsmarken, Agenturen, Händler, Vermarkter und Netzwerkbetreiber zu beraten. Nova Versa bietet ganzheitliche Vermarktungsleistungen und Beratung mit dem Schwerpunkt Digital Signage an.

Unser Konzept ist einfach: „Der Kunde ist König“. Das Verhalten von Kunden zu verstehen, ermöglicht eine erfolgreiche Kommunikation. Dies wiederum fördert Kundentreue, Wertschätzung und Vertrauen. Nova Versa begleitet die crossmedialen Kampagnen seiner Kunden während der gesamten Dauer. Dabei hilft das Unternehmen bei der Steuerung aller Prozesse – von der Festlegung

der Unternehmensziele über die Erstellung und Ausführung eines effektiven Konzeptes bis hin zur Erfolgssicherung durch messbare Resultate.

Es ist notwendig, sich auf die aufkommenden Verbrauchertrends zu konzentrieren und diese stets im Blick zu behalten. Denn sie bestimmen maßgeblich die Kommunikation zwischen dem Unternehmen und der Zielgruppe. Für viele Firmen bedeutet das, umzudenken und mehr Wert auf Konzepte und Planung zu legen. Denn das ist für die richtige Wahl des Standortes, der Technologie und des Inhalts und damit ein funktionierendes Netzwerk unerlässlich.

Expertise is hard to find

But it is critical to the success of the new industry Dynamic Signage

By Ahmed El Ridi

Whether it's information, advertising or education, the quality of content directly affects how people communicate. Unlike established media such as print, video and web, Dynamic Signage is a new and developing industry. Expertise in this area is hard to find, and that expertise is critical to the success of any dynamic signage application.

Specialized Software Services understands the customer's communications challenges. We provide integrated solutions of technology, content and services through our network of Studio Partners and our own proven multimedia capabilities. From corporate to retail communications, customized information and advertising can be directed to screens or kiosks in any location and time.

We provide the critical expertise to bring the best possible return on investment (ROI).

SSS combines the best principles of Content Creation, Programming and Hardware integration to create media that will engage and motivate the audience. We can create entirely new content or take existing media and reformat them for displays of any shape, position or size. Or we can do anything to meet your needs.

The SSS Services Division offers business and technical consulting to help the customers to get the best ROI from the applications.



Ahmed El Ridi

Experten sind schwer zu finden

Aber sie sind entscheidend für den Erfolg der Dynamic Signage-Industrie

Von Ahmed El Ridi

Ob Information, Werbung oder Bildung – die Qualität des Inhalts beeinflusst unmittelbar die Art der Kommunikation. Im Gegensatz zu etablierten Medien wie Print, Video und Internet ist Dynamic Signage eine neue, sich entwickelnde Branche. Es ist schwierig, in diesem Bereich Experten zu finden. Diese sind jedoch entscheidend für den Erfolg jeder Dynamic Signage-Anwendung.

Specialized Software Services versteht die Herausforderungen, denen ein Kunde bei der Kommunikation begegnet. Wir bieten mit unserem Netzwerk an Partnern ganzheitliche Lösungen für Technologie, Inhalt und Dienstleistungen an. Dabei nutzen wir unsere eigenen multimedialen Ressourcen. Ob in der Corporate Communication oder der Kommunikation im Einzelhandel, kundenspezifische Information und Werbung kann an jedem Ort und zu jeder Zeit auf Bildschirmen oder Kiosksystemen ausgestrahlt

werden. Wir liefern dabei die entscheidende Fachkenntnis, um den bestmöglichen Nutzen zu erzielen.

SSS bietet seinen Kunden das Beste aus den Bereichen Contenterstellung, Programmierung und Hardware Integration, um Medien zu gestalten, die die Aufmerksamkeit der Zielgruppe auf sich lenken und diese motivieren. Dabei können wir vollkommen neue Inhalte schaffen oder auf bereits bestehende Medien zurückgreifen und diese individuell anpassen. Wir gehen ganz auf die Bedürfnisse unserer Kunden ein.

Die SSS Dienstleistungsabteilung bietet Unternehmensberatung und technische Beratung an, damit die Kunden den besten Nutzen und Gewinn aus ihren Anwendungen erzielen.

EN An Ideal Trade Fair Performance

Invidis consulting and the Deutsche Messe AG are once again presenting Digital Signage at the 2011 Planet Reseller

By Stefanie Walter

The Planet Reseller is part of the CeBIT to which only specialist dealers and commercial customers are admitted. A successful concept: This year's 85,000 visitors clearly topped the previous year's attendance.

This year, invidis consulting in cooperation with the Deutsche Messe AG presented the topic of Digital Signage for the first time. There were daily workshops on different topics at both beginner's and at advanced levels. Along with the technical basics, the experts gave an insight into the current state of the market. Invidis consul-



CeBIT 2009

ting recorded 160 participants – an impressive figure. It was especially pleasing that not only IT resellers showed interest, but also distributors, agents and commercial customers.

For future business, it is worthwhile seeing the presentation as well as visiting the Digital Signage section because the interest and the potential to sell Digital Signage solutions to existing customers is great. This is proved by a survey among 1,000 ICT resellers which invidis carried out together with CRN last year.

This was a good enough reason for invidis consulting and the Deutsche Messe AG to continue with their cooperation in 2011. Alongside Digital Signage, a main focus will be on the digital classroom, i.e. school rooms which are equipped with digital media such as interactive whiteboards and laptops. In 2011, the trade fair hosts will again offer Digital Signage providers favourable conditions. Seeing as this sector is aimed primarily at ICT resellers on the German-speaking market, exhibitors can here ideally complement their trade fair performance.

Further events in which invidis consulting is taking part:

The ISR in Moscow (December)
The SIM Expo Abu Dhabi (November)

DE

Optimaler Messeauftritt

Invidis consulting und die Deutsche Messe AG präsentieren auch 2011 wieder Digital Signage auf dem Planet Reseller

Von Stefanie Walter

Der Planet Reseller ist ein Bereich der CeBIT, zu dem ausschließlich Fachhändler und gewerbliche Kunden Zutritt haben. Ein erfolgreiches Konzept: In diesem Jahr verzeichnete der Planet Reseller mit 85 000 Besuchern ein deutliches Plus zum Vorjahr.

In diesem Jahr präsentierte invidis consulting in Kooperation mit der Deutschen Messe AG dort erstmals das Thema Digital Signage. Dazu fanden täglich verschiedenste Workshops statt, die sich sowohl an Einsteiger als auch Fortgeschrittene richteten. Neben technischen Grundlagen gaben die Referenten auch Einblicke in die aktuelle Marktlage. Invidis consulting verzeichnete 160 Teilnehmer – eine beeindruckende Zahl. Besonders erfreulich war, dass neben IT-Resellern auch Distributoren, Agenturen und gewerbliche Endkunden Interesse zeigten.

Sowohl die Präsentation als auch der Besuch des Digital Signage-Bereiches für künftige Geschäfte lohnt. Denn das Interesse und Potential, Digital Signage-Lösungen an Bestandskun-

den zu verkaufen, ist groß. Das beweist eine Befragung von 1 000 IKT-Resellern, die invidis gemeinsam mit CRN im vergangenen Jahr durchgeführt hat.

Grund genug für invidis consulting und die Deutsche Messe AG die Kooperation auch 2011 fortzusetzen. Neben Digital Signage wird ein Schwerpunkt auf dem digitalen Klassenzimmer liegen, also Schulräumen, die mit digitalen Medien wie interaktiven Whiteboards und Laptops ausgestattet sind. Digital Signage-Anbietern ermöglichen die Veranstalter auch 2011 wieder günstige Beteiligungen. Da sich der Bereich speziell an IKT-Reseller auf dem deutschsprachigen Markt richtet, können Aussteller ihren Messeauftritt hier optimal ergänzen.

Weitere Events mit Beteiligung von invidis consulting:

Die ISR in Moskau (Dezember)
Die SIM Expo Abu Dhabi (November)

DiSCO – the Digital Signage Conference at ISE 2011

Presentations and discussions from the biggest names in the marketplace

By Dan Goldstein

In partnership with Integrated Systems Events, and after the successful launch of our co-operation in 2010, invidis consulting will again host a Business Conference at Integrated Systems Europe in Amsterdam in 2011.

Taking place on 31 January 2011 at the Amsterdam RAI, DiSCO – the Digital Signage Conference at ISE 2011 will offer two parallel tracks of presentations and discussions from some of the biggest names in the digital signage marketplace.

Track 1, the 'Strategy Track', will run from 08:00 until 18:30 and feature presentations on topics as diverse as interactivity, content syndication, augmented reality and mobile technology. This track is aimed at C-level industry professionals and thought leaders from the whole digital signage value chain.

Track 2, the 'Case Study Track', will run from 13:00 until 18:00 and is focused on delivering real-world examples of how digital signage can be successfully implemented in a variety of applications,



ISE 2009

from transport and hospitality to corporate environments. This track is aimed at AV systems integrators who are looking to expand their offering to include digital signage.

A two-track pricing structure will give delegates the chance to register only for Track 2 at a reduced price, while delegates who have registered for Track 1 have the chance to 'switch tracks' at times of their own choosing throughout the afternoon.

The Conference is being held the day before the opening of Integrated Systems Europe 2011 – Europe's largest tradeshow for professional AV and electronic systems integration. ISE 2011 takes place at the same venue and admission to the show is free of charge to all DiSCO delegates.

For more information please visit:

www.invidis.de or: www.iseurope.org

DiSCO – die Digital Signage Conference auf der ISE 2011

Präsentationen und Diskussionen der wichtigsten Vertreter der Branche

Von Dan Goldstein

Nach dem erfolgreichen Start unserer Kooperation in 2010, wird invidis consulting dieses Jahr mit Integrated Systems Events als Partner eine Business-Konferenz auf der Integrated Systems Europe in Amsterdam ausrichten.

Die Digital Signage Conference (DiSCO) auf der ISE 2011, die am 31. Januar 2011 im Kongresszentrum Amsterdam RAI stattfindet, wird zwei parallel laufende Präsentations- und Diskussionsgruppen anbieten, bei denen einige der wichtigsten Vertreter der Digital Signage Branche anwesend sein werden.

Track 1, der „Strategie Track“, findet von 08:00 bis 18:30 Uhr statt und beinhaltet Präsentationen zu so unterschiedlichen Themen wie Interaktivität, die Lizenzierung von Inhalten, Augmented Reality und mobile Technologien. Diese Einheit richtet sich an Geschäftsleute der obersten Führungsebene und kreativen Köpfe der gesamten Digital Signage-Wertschöpfungskette.

Track 2, der „Case Study Track“, findet von 13:00 bis 18:00 Uhr statt und konzentriert sich auf Beispiele aus der Praxis, die zeigen wie Digital Signage erfolgreich angewendet wird. Dies reicht vom

Transport- über das Hotel- und Gastgewerbe bis hin zum Unternehmensumfeld. Diese Einheit richtet sich an AV System-Integratoren, die ihr Angebot auf Digital Signage ausweiten wollen.

Eine differenzierte Preisstruktur ermöglicht es den Konferenzteilnehmern, sich zu einem vergünstigten Preis nur für die Teilnahme an Track 2 zu registrieren. Teilnehmer, die für Track 1 eingetragen sind, haben hingegen die Gelegenheit, am Nachmittag nach Belieben zwischen den beiden Tracks zu wechseln.

Die Konferenz wird am Tag vor der Eröffnung der Integrated Systems Europe (ISE) 2011 abgehalten. Die ISE ist die europaweit größte Messe für professionelle AV-Händler und Systemintegratoren. Die Messe findet am gleichen Standort statt und der Eintritt ist für alle DiSCO-Teilnehmer frei.

Für weitere Informationen besuchen Sie bitte die Website:

www.invidis.de oder: www.iseurope.org

19 October 2010

Strategy & Best Practice

Room "Leonardo da Vinci"

08:00 – 09:00		Registration
09:00 – 10:00	Keynote including special guests	invidis consulting GmbH Florian Rotberg & Oliver Schwede
10:00 – 10:30		Coffee Break
10:30 – 10:50	Digital out of Home - 1+1 = 3	Ströer Infoscreen Stefan Kuhlowl – CEO
10:50 – 11:10	Marketing of a digital out of home network – insights and development of ECE flatmedia	ECE flatmedia Oliver Poppelbaum – CEO
11:10 – 11:40	Amscreen's approach to simplifying Digital Signage	Amscreen Yasmina Siadatan – Business Development
11:40 – 12:10	Revenue generation from value added services in Digital Signage networks	Specialized Software Services Ahmed El Ridi – General Manager
12:10 – 13:30		Lunch Break
13:30 – 14:00	SMIL: It should all be open (and on the internet!)	SignageLive Jason Cremins – CEO
14:00 – 14:30	Asset management and proof of performance – how to increase uptime and efficiency of your network	Mincom Digital Signage Ronni Guggenheim – CEO
14:30 – 15:00	Would an open source Digital Signage Solution benefit the industry?	Ayuda Media Systems Andreas Soupliotis – CEO
15:00 – 16:00		Coffee Break
16:00 – 16:30	New standards for Digital Signage reducing the TCO	Intel Corporation Adrian Whelan – EMEA New Business Development Director
16:30 – 17:10	Out of home advertising and Digital Signage in Europe	iSuppli Vincent Letang, Head of Advertising Research
17:10 – 17:40	Industry experts wrap up	DailyDOOH & invidis consulting Adrian Cotterill & Oliver Schwede
18:30 – 22:00		Get together

Stand vom / As at: 13.10.2010

Content Seminar

Room "Baltschug"

10:30 – 11:00	Digital Signage: A cross media marketing tool	nova versa Ilona Klevansky – Managing Director
11:00 – 11:30	Cost reduction through digital wayguiding – a TCO preview	A-Design AG Christa Angehrn – CEO
11:30 – 12:00	Nachrichten-Inhalte für Digital Signage – worauf ist zu achten? (Vortrag auf Deutsch/Presentation in German!)	n-tv Sven Büttner – Manager Content Pool Content Licensing & Business TV

12:10 – 13:30

Lunch Break

13:30 – 14:00	Content strategies	Bluefox Guillaume de la Tour – CEO
14:00 – 14:30	From „content“ to „intelligent content“ – effective Digital Signage	Seen Media Stefan Knoke – Managing Partner
14:30 – 15:10	Absolute priority: smart content (Vortrag auf Deutsch/Presentation in German!)	DNS multimedia factory GmbH Federico Dreves & Frank Beckmann

15:10 – 16:00

Coffeebreak

16:00 – 16:30	Digital out of home – the importance of content quality	Wall AG Christian Vogel – Head of Digital Outdoor
16:30 – 17:00	Overcoming the challenges of digital outdoor advertising	GDS Alexander Miskiw – Key Account Manager

Operations Seminar

Room "Corvinus"

13:30 – 14:00	Green Digital Signage: How it saves money and earns money	AOpen Anthony Gerrits – Business Manager
14:00 – 14:30	Managing European roll-outs	Wincanton Stefan Sam – Director Product Development
14:30 – 15:00	Cloud services reduce the entry barrier and help growing the business	Edisonweb Blochin Cuius – Business Development Manager

15:00 – 16:00

Coffee Break

16:00 – 16:30	POS Marketing: Risks and chances – illustrated by a project realized in Switzerland (Vortrag auf Deutsch/Presentation in German!)	ESAG AG Eric Hubacher – CEO
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20 October 2010

DooH Standards Workshop

DooH Standards are the main focus of the Workshop on 20 October.

Room "Atlantic"

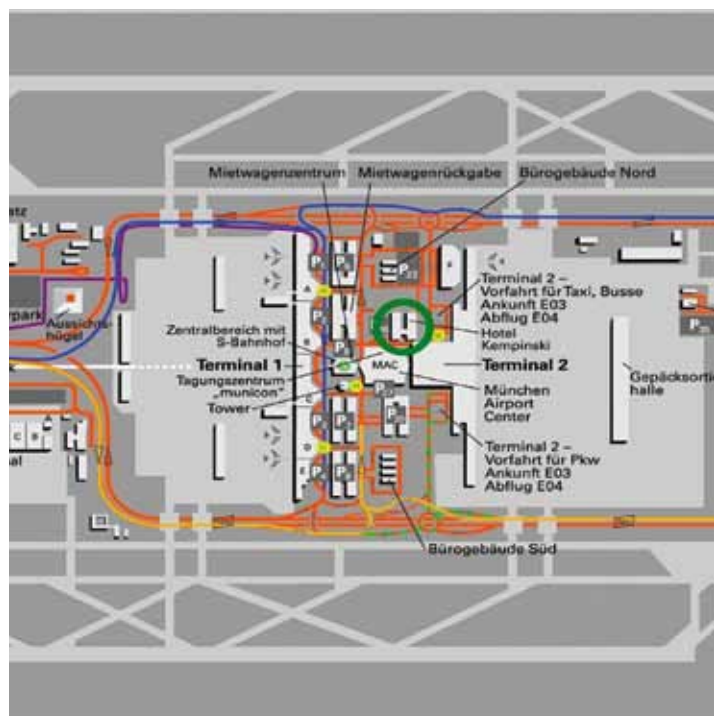
09:00 – 12:00

Nurlan Urazbaev (Broadsign) and **Dirk Hülsermann (Neo Advertising)** are going to present a draft of the OVAB Europe DooH Standards. Proof of Play as well as a common media currency will be discussed.

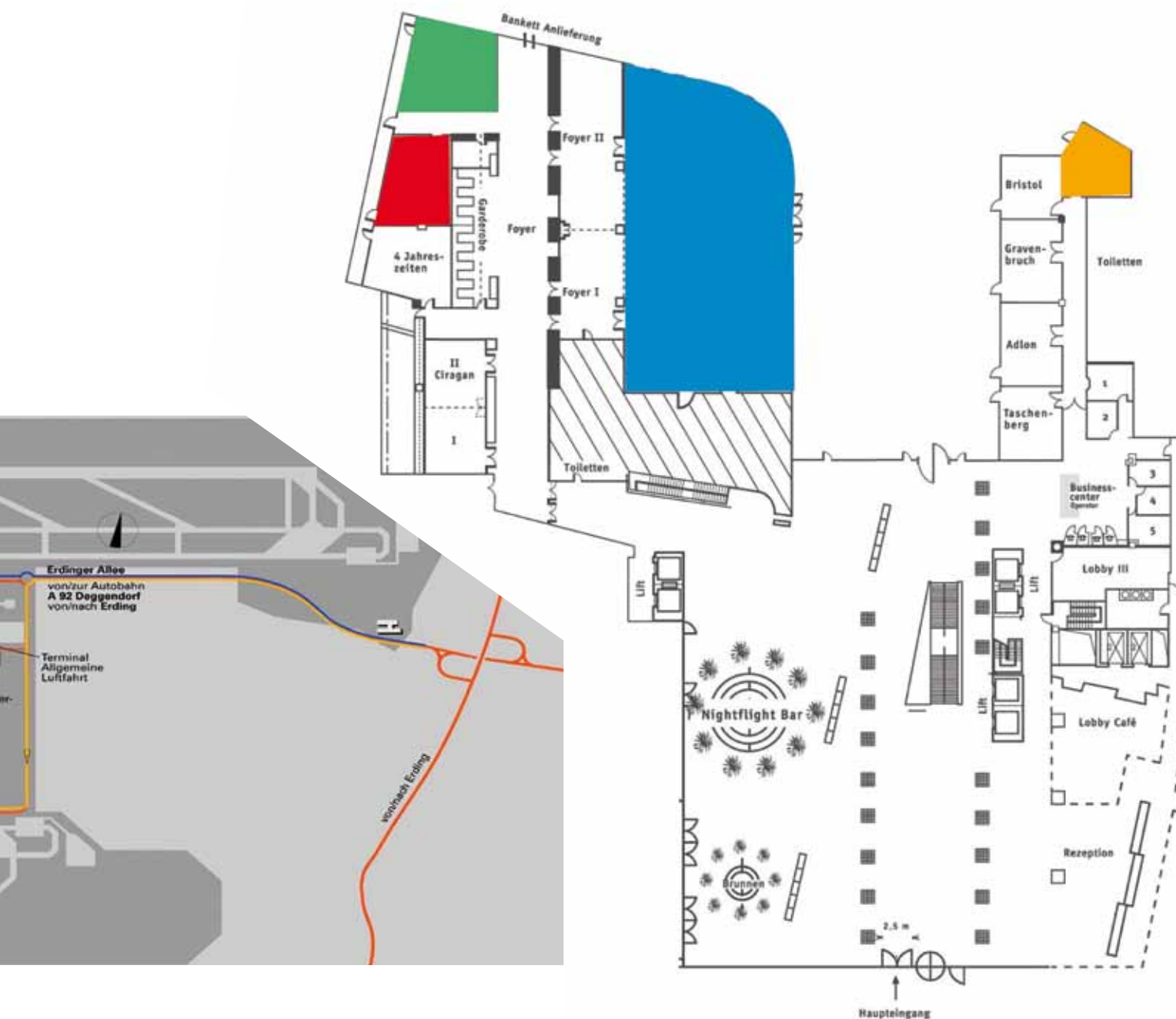
Participation of the industry is mostly welcome as the European digital signage industry needs to overcome the heterogeneous DooH sales and reporting environment.

Map Munich International Airport / Karte des Münchner Flughafens

The hotel is marked green /
Das Hotel ist grün gekennzeichnet



Stand vom / As at: 13.10.2010



Where will the event take place? / Wo findet die Veranstaltung statt?

The **conference** will be held in the room "**Leonardo da Vinci**"

The **content seminar** will be held in the room "**Baltschug**"

The **operations seminar** will be held in the room "**Corvinus**"

The **DooH Standards Workshop** will be held in the room "**Atlantic**"



We would like to thank all our speakers for their contributions to our conference!

Wir möchten uns bei all unseren Referenten für Ihre Beiträge bedanken!



Christa Angehrn
CEO, A-Design AG

Christa Angehrn has committed herself with design and wayguiding systems for over 30 years.

She is the founder and the managing director of A-Design AG, which is specialized in wayguiding and digital signage. As a designer, she has worked for various corporate design agencies in Switzerland and abroad. In London, she earned her degree as a Master of Art and Design.

a-design

A-Design AG, based in Solothurn, Switzerland; has in the last few years steadily grown and established itself in the market of digital wayguiding and information systems. Our specialized knowledge in the field of wayguiding systems and thorough analysis of our customer requirements have let the soft and hardware development be known without losing sight of our design expertise. A-Design is seeking qualified system partners for the distribution of the A-Design Organizer Software.

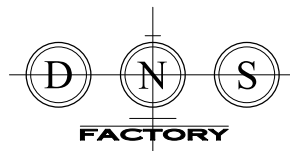
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Frank Beckmann
Head of Neuromarketing, DNS multimedia factory GmbH

Frank was recruited by GlaxoSmithKline, which led to his following rapid career stops in pharmaceuticals from Sales to Product Manager then to Marketing Director with large companies: GSK, Lundbeck and AstraZeneca. He established with his partner Dr. Adrianus van de Roemer (behavioral biologist) neurotrain applying current findings in neurosciences and behavioral biology. They developed neurobiological strategies, new training and marketing concepts. With this expertise in neuromarketing he is cooperating with DNS Hamburg in order to improve the content efficiency of Digital Signage.



DNS multimedia factory GmbH connects strategic brand planning and sophisticated concepts with technical know-how and creative ideas that speak for themselves. DNS multimedia factory GmbH realizes projects for national and international companies ranging from TV commercial productions and multimedia projects to complex Digital Signage projects. Perfect concepts, unique creativity and perfectly designed layouts are implemented at a professional level and form the base for all projects.

References: Porsche, ThyssenKrupp, Ducati, Karstadt, Deutsche Bahn, Samsung, many more

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Swen Büttner

Head of Content Pool – Content Licensing & Business TV, n-tv news channel

During his studies as an engineer, Swen Büttner already worked for n-tv and got to know all the facets of the structure and the running of the first German news channel right from the beginning.

Thus, he was also present when the catchphrase “diversification of content” developed into a business concept in the course of digitalization. He was decisively involved in the development of the associated Business Unit and has been leading this successful branch for the past two years.



n-tv is Germany’s first news channel. Since 1992 it has been offering viewers the latest information on politics, economics, sports and society news.

Over the past few years, n-tv has developed into a cross-medial information provider, which makes its contents available via all platforms and media. Alongside online and mobile technologies there is also the provision of current news for digital out-of-home media. n-tv thus reaches 90 million recipients per month – for example at airports, at car dealers, in banks, in taxis and on ships belonging to the German marine.

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Adrian Cotterill

Editor in chief of DailyDOOH

Adrian Cotterill is co-founder and editor in chief of DailyDOOH, perhaps the most well respected voice of the digital out of home and digital signage industry.

Over the past 25 years Adrian has worked for IBM, Intel, Bertelsmann and a number of investors and business angels in positions such as Chief Technology Officer, Head of Internet Technology, Business Development Director, Head of Strategy and Interactive Marketing Manager.

His company’s work over the last 5 years has involved industry analysis, market research, commercial and technical due diligence, software and hardware review, product design, branding and market entry strategy.

Adrian is also brand ambassador for the Digital Content Circle and President of OVAB’s DOOH Business Climate Index (DBCi) advisory panel.



DailyDOOH is recognised as the leading, independent, impartial, international source of information for the Digital Out of Home industry and focusses exclusively on industry analysis and market research in Digital Signage and Digital Out of Home.

DailyDOOH.com is put together by a small team of industry analysts and researchers together with international contributors who currently cover San Francisco – Montreal – New York – London – Paris – Madrid – Prague – Beijing – Tokyo – Brisbane. It has a loyal readership and global coverage and is an ideal vehicle for a business to get its brand, products and messages in front of the key decision makers and influencers in the industry.

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Jason Cremins

Co-Founder and CEO, signagelive

Co-founder (1994) and CEO of signagelive (www.signagelive.com), pioneers of Digital Posters and the award winning Software-as-a-Service (SaaS) Digital Signage solution 'signagelive' (www.signagelive.com).

Responsible for Global strategy and expansion of Remote Media Group with offices in USA and UAE and partners throughout many other countries.



At signagelive, we embrace steadily emerging and evolving technology to provide our customers with a digital signage software platform that reliably, efficiently runs even the largest retail networks. We win awards and repeat business for a solution that is relentlessly current, nimble and open, easy to use, and truly affordable.

We're known for innovation – leading the sector in the adoption of new technologies and standards like SMIL, HTML5, Media RSS, social media and mobile, and extending the medium to corporate desktops and IPTV.

Based in England, but operating globally, we have an already large, fast-growing and diverse client base that covers everything from small businesses to major retail banners like Harrods and Thomson (TUI Travel).

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Blochin Cuius

Business Development Manager, Edisonweb SRL

Blochin has joined Edisonweb in 2010 and is responsible for the Web Signage business development in the EMEA Region. After graduating in Economics and Business Administration in Italy, Blochin has developed a broad experience in the ICT market analysis and developed innovative business models, through customer relationship both in Europe and worldwide. He lives in Germany, where he has worked in HP Germany and founded a successful startup in the mobile communication field.



Edisonweb is a software house specialized in the development innovative web based solutions. For over fifteen years it has been developing applications in the e-Government, info-mobility, tourism and digital marketing fields, creating high performance and simple to use solutions. Edisonweb is a Microsoft Gold Partner, which recognizes commitment, expertise and superiority using Microsoft products and services. All Edisonweb processes, to ensure the best software quality and customer service, are managed using an ISO 9001:2000 certified quality management system.

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Guillaume de La Tour

Guillaume de La Tour is CEO and President of the French content provider BlueFox. The 38 year old de La Tour is Agricultural Engineer. He has many years of experience as CEO and President of consulting companies, such as Altior Quest and INTA Quest. He has been the CEO of BlueFox since 2006.



Blue Fox is a worldwide operating provider and creator of content for communication agencies, integrators and media agencies. The company offers animations, videos, especially modified for DooH, and feeds such as news, weather, traffic and stock exchange.

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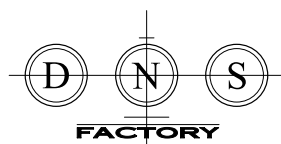


Federico Dreves

CEO, DNS multimedia factory GmbH

Federico Dreves is founder and CEO of DNS multimedia factory GmbH. He is specialist in content development, project management and business development in the field of Digital Signage.

He looks back over 10 years experience and has always been passion it about taking the "State Of The Art Technology" beyond the level of current expectation.



DNS multimedia factory GmbH connects strategic brand planning and sophisticated concepts with technical know-how and creative ideas that speak for themselves. DNS multimedia factory GmbH realizes projects for national and international companies ranging from TV commercial productions and multimedia projects to complex Digital Signage projects. Perfect concepts, unique creativity and perfectly designed layouts are implemented at a professional level and form the base for all projects.

References: Porsche ,ThyssenKrupp, Ducati, Karstadt, Deutsche Bahn, Samsung

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Brian Dusho

CEO, BroadSign International Inc.

Brian Dusho is in charge of strategy, finance and business development. Brian is an active member of major industry associations and is heavily involved in the process of establishing best practices and shaping future standards for the digital out-of-home (digital signage) media. Brian regularly speaks at industry events. Brian has held executive positions at BroadSign since day one. He has a 15-year track record of success in AV-related technology businesses.



BroadSign International Inc. is the worldwide provider of the premier software platform for digital signage networks. Its technology resolves the challenges facing modern digital signage networks: the need for acceptance by the mainstream advertising community, full campaign execution functionality, accountability and true scalability. The software enables operators to target out-of-home audiences, sell ad space, reliably play back scheduled content on each screen, and account for campaign performance. BroadSign is a member of OAAA, DPAA, OVAB Europe, DSF, DSA and CODACAN.

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**Ahmed El Ridi**

General Manager of Specialized Software Services (SSS)

Ahmed ElRidi develops sustainable Digital Signage solutions, marketing strategies, digital campaigns and initiatives. He focuses on enhancing end-to-end customer experiences with a proven track record of driving multiple marketing value propositions from business model to post-rollout measurement.

When Ahmed started working with multinational clients such as Virgin, Unilever, Nestle, Citibank, Motorola and LG to develop Digital signage related campaigns, he developed a strong hands-on expertise of Digital Signage solution marketing, value creation for Digital Signage, different installation scenarios and Digital Signage-related technologies, usages and markets.

Ahmed has been involved in more than 70 major projects, including Dubai mall, Burj Dubai, virgin mega stores, HSBC, Mall of the Emirates, Movenpick hotels, Rotana hotel chain and Dubai International Airport.



Specialized Software Services (SSS) is the leading Middle East supplier of Professional Digital Signage networks based in the UAE, with more than 75 digital signage projects under its sleeve.

With a strong background in the IT business since 1980 and signage business since 1993 and having IT business in (Kuwait, Bahrain, Qatar and Egypt) and realizing the massive potential of Dynamic Signage, SSS was established.

With relentless pursuit for World Class partners, SSS thrives to assure the best performance and practices to its clients and projects in the field of Digital Signage networks and Digital Retailing.

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**Anthony Gerrits**

Regional Manager, AOpen

Anthony Gerrits has been working in the computer hardware industry for over 10 years with a primary focus on business development, sales, project management and marketing. Nowadays at AOpen, Anthony is commercially responsible for the German and Scandinavian market. AOpen manufactures specialized mini computer hardware for the Digital Signage market. Anthony's primary objective is to develop new business opportunities within the Digital Signage and Kiosk market together with a dedicated number of resellers.



AOpen is part of the multi billion dollar Acer Group. In addition to providing small form factor computers, called Digital Engines, AOpen aims on providing complete solutions. To provide these Digital Engine® solutions, AOpen helps its alliances with various accessories for digital signage, such as mounting- and server solutions. AOpen's innovations such as power saving technologies are emerging out of AOpen's Green Tech Labs. These innovations and a network of dedicated solution providers have enabled AOpen to become the leading Digital Signage hardware manufacturer.

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Ronni Guggenheim

CEO of Minicom Digital Signage

Ronni Guggenheim, CEO of Minicom Digital Signage, is highly experienced professional, pioneering the digital signage industry. Minicom Digital Signage is the leading manufacturer of infrastructure platform solutions for digital signage. Minicom Digital Signage was recently spun out of its mother company and successfully raised \$6M from Venture Capital funds JVP and Aviv Venture. As a co-founder and board member of OVAB Europe, the only pan-European industry association, Ronni has a wealth of contacts in the market place and maintains an extensive network to all areas and major players. Ronni comes with an economics and business administration background, with 20 years of professional and managerial experience in enterprise and corporate environments.



Minicom Digital Signage is the world leader in advanced multimedia distribution and extension platforms for the digital signage marketplace. The digital out of home industry has come to rely on Minicom's low density CAT5-based hardware systems to deliver high resolution, high performance multimedia content. Today over a quarter of a million screens worldwide run using Minicom technology.

Our systems eliminate the need for deploying computing power at the display side, saving on Total Cost of Ownership. They also lower licensing costs by allowing a very high ratio of screens per content source.

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Dirk Hülsermann

Founding President and Chairman OVAB Europe

Dirk Hülsermann, is a first-rate expert in the industry as founding president. Hülsermann worked in several management functions within multinational companies such as Kyocera and Mitsui Europe, among others. He established himself as an expert in the advertising and media industry. Against this backdrop, the internationally active media company Neo Advertising was able to acquire him in 2008 as Director Business Development. In his capacity there, Hülsermann is pushing the rapid growth of the Swiss Neo Media Group.



OVAB Europe is the neutral and independent representation of interests for the European digital Out-of-home industry. It is our mission to raise the awareness and to establish the digital Out-of-home communication as an independent and accepted media within the media landscape and to established OVAB Europe as a permanent representation in public, economy and politics and all relevant committees or organs.

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Sanju Khatri

Principal Analyst, Digital Signage & Public Information Displays, iSuppli

Sanju Khatri is one of the industry's leading authorities on signage, professional, and projection displays. Her research coverage spans a diverse range of application markets, including hotel TV, retail signage/billboard, conference room, education, transportation, control room/simulation, financial exchange, rental/staging, and outdoor events. Sanju's work is concentrated in the areas of demand forecasting, competitive analysis, pricing, and technology adoption. She recently expanded her coverage to include detailed tracking of the distribution channels for digital signage.



iSuppli Corporation, the leading market research firm focused on the electronics value chain, helps clients improve performance by providing them with the facts, analysis and advice they require to succeed and achieve leadership in the marketplace. Our breadth of coverage and depth of relationships with all participants within the electronic components supply chain positions iSuppli as a truly unique market research firm.

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Ilona Klevansky

Managing / Creative Director, Nova Versa

Ilona Klevansky has more than 12 years of consulting and hands-on experience in building, launching and managing brands. A passionate advocate of digital signage, she combines conceptual and creative thinking with a diverse background in traditional advertising, interactive marketing, digital signage, brand planning and retail design. Her interest in human behaviour and psychology adds to the strategic insights and creative direction used in engaging the viewer.



CROSS MEDIA MARKETING CONSULTING AGENCY

Nova Versa is a Cross-Media, Marketing, and Consulting Agency based in The Netherlands. We combine strategic, creative, conceptual and analytical insights to advise Brands, Agencies, Retailers, Marketers and Network Providers. Digital media is the future of communication, enabling real-time interactivity and engagement with the target audience and digital signage is a key medium in our communications strategy. Nova Versa helps navigate the entire process - from identifying the business objectives, building/executing an effective plan to ensuring success through measured results.

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Stefan Knoke

Managing Partner, Seen Media

Stefan Knoke has been managing partner of SEEN MEDIA GmbH since 2007. In his many years of prior activity, Stefan Knoke was responsible for digital signage as board member of ict AG Aachen, an information and communications technology company. Other professional activities included his role as Technical Director of ProSieben Digital Media GmbH and as project leader at ProSieben Sat 1 Media AG.



SEEN MEDIA GmbH is one of the leading full-service digital signage agencies in Europe. SEEN MEDIA's expertise in the roll-out and operation of large networks is underlined by a list of reputable clients such as Audi, Burger King, Aral/BP, and Galeria Kaufhof. SEEN MEDIA's success is based on years of experience in the creative and professional implementation of customer demands. This includes turnkey digital signage projects from a single source, including subsequent operation and service.

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Stefan Kuhlow

Stefan Kuhlow has been working in the out-of-home media industry since 1996. In 2000 he became the CEO of Ströer Infoscreen. With a comprehensive network of screens, continuous innovations, high quality standards and a valid media research data, Ströer Infoscreen and Stefan Kuhlow have significantly increased the importance and relevance of digital media in Germany.

STRÖER INFOSCREEN

Ströer Infoscreen GmbH is the leading provider of digital out-of-home media in Germany. It develops, installs, operates and markets digital advertising device concepts with adapted content formats for waiting passengers and passers-by. The network of digital media currently includes 261 installations in subway and local train stations, in main train stations and airports throughout Germany. With the new digital media "Out-of-Home-Channel" Ströer Infoscreen will provide the biggest network of digital screens in Europe until the end of 2011.

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Vincent Letang

Senior analyst and head of advertising research, Screen Digest

Vincent has been a leading advertising expert for ten years. As head of the advertising practice of Screen Digest, Vincent launched 'Advertising Intelligence' in 2009, an online database focusing on advertising revenues trends and forecasts in television, out-of-home media, radio, press and digital media, globally. Clients include Discovery Networks, France Telecom, Deutsche

Telekom, Walt Disney, NBC Universal, Merrill Lynch Bank of America, TF1, Astra, etc. Vincent and Screen Digest have been chosen by the Interactive Advertising Bureau (IAB Europe) to become their research partner for the completion of the Adex report on online advertising trends across Europe.

Screen Digest is widely regarded as the world's leading media-focused research, publishing and consulting company. The analysts are working across the entire traditional and emerging media content and distribution technology value chain, for music, movies, TV, games and digital media.

Our flagship product is our range of 18 Intelligence services, which are sector-focussed packages of information, including continuously-updated global metrics and forecasts, regular and compelling report content, access to the expert knowledge of our analysts, and more.

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Oliver Poppelbaum

Managing Director, ECE flatmedia GmbH

Before starting at ECE flatmedia GmbH Oliver Poppelbaum was Managing Director at Scholz & Friends Group GmbH. There he was responsible for the full range of the Interactive GmbH, including internet, mobile marketing, IP-TV, communities and affiliate Marketing. Previously he was Managing Director of Wunderman GmbH, the world's largest agency for Dialogue Marketing and CRM, and responsible for the national and European business of Ford Motor Company and other Blue Chip-clients.

Before that he was in the Publicis Network, most recently as a member of the Board of Directors and Managing Partner of d.pole communication GmbH, a successful spin-off of Publicis Hamburg.



ECE flatmedia GmbH is a subsidiary of ECE Projektmanagement GmbH & Co. KG, which is the European market leader for shopping malls and operator of the biggest flatscreen-network in Germany for premium shopping malls. ECE flatmedia started business on April 1st, 2008, to set standards as the innovative media channel in the market for digital advertising at the point-of-sale.

flatmedia is currently represented in 41 Shopping malls nationwide. flatmedia installed > 800 flatscreens inside the malls in all relevant cities of Germany, e.g. in Hamburg, Cologne, Munich, Berlin, Dresden and Leipzig. The flatscreen-network can be booked for locally, regional and national.

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Florian Rotberg

Managing Director, invidis consulting

Florian has been involved in strategy consulting, market research, project management and procurement projects for more than 10 years across many industries. Florian is founder and Managing Director of invidis consulting, an independent network development and communications agency for the digital out of home sector which Selected clients include NEC, Samsung, LG, Cisco, Deutsche Telekom, Daimler, Evonik and Sony Professional Solutions Europe.



invidis consulting GmbH, headquartered in Munich/Germany, is a renowned European consulting firm for digital signage. The business model is based on four pillars; consulting, research, communications and events. To provide clients with all the necessary market information - comprehensive and accurate industry data in the entire digital signage value chain are continuously collected and analyzed. Thereby taking into account the various communication and content distribution processes in the relevant vertical markets across Europe.

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Stefan Sam

Director Product Development & Sales,
Wincanton GmbH

Stefan can count on more than 15 years of experience within the logistics and supply chain industry. Within Wincanton he is for more than five years consulting customers in jointly developing individual supply chain solutions meeting the demanding requirements within the high tech sector. Prior to joining Wincanton he held a number of senior roles, always in specialist areas such as Fashion or European parcel solutions.



Wincanton is a European leader in the design and delivery of advanced supply chain solutions. For the high tech sector the business has established a specialized unit offering tailor made solutions serving some of the world's leading companies in the medical sector, the electronics sector as well as lifestyle, banking and retail. The offering, developed in close cooperation with its customer base, comprise technical distribution and installation services at the final point of use. The results are value creating solutions that allow customers to focus on their core business.

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Oliver Schwede

Senior Analyst invidis consulting GmbH

Oliver Schwede, born on 23rd December 1970 in Salzkotten (Westphalia), is a senior analyst at invidis consulting. He is primarily responsible for the conception and carrying out of market studies and opinion polls, as well as being responsible in terms of the press law for the online service www.invidis.de.

He qualified as an engineer, having studied electrical engineering with a focus on media technology, and then worked in Ilmenau as an editor and deputy head of the laboratory for the IT magazine "PC-Professionell". His main fields of interest were multimedia and display technologies.



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Andreas Soupliotis

President & Chief Executive Officer, Ayuda Media Systems Inc.

Andreas founded Ayuda in 2003 with the objective of building the world's best out-of-home system. He currently oversees all aspects of Ayuda's business, including strategy, sales, marketing and research and development. Prior to founding Ayuda, Andreas worked for Microsoft Corporation for almost a decade, pioneering and developing next-generation digital media experiences while working for Microsoft Research. He has authored several papers and holds numerous patents in the space of next-generation digital media experiences.



Ayuda Media Systems is a leading developer of software for the digital and traditional out-of-home industry. Its flagship product, BMS is cloud-based software that allows network operators to effectively manage all aspects of their business, including proposal generation, contract management, invoicing, lease payouts, financial reporting and business intelligence - all fully integrated with BMS Digital, the product's digital CMS and digital player. BMS currently operates over 300,000 advertising faces in North America, Canada and Australasia. With a current headcount of over 20 staff mainly employed in R&D headquarters in Montreal (Canada) more than half of Ayuda's Silicon Valley class R&D team have worked for either Microsoft, Oracle, Dell, SAP or Business Objects.

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Yasmina Siadatan
Business Development Manager,
Amscreen HealthCare

As Business Development Manager in the healthcare arm of Amscreen, Yasmina Siadatan is responsible for the development and integration of the business both commercially and internally, with the goal of enabling Amscreen to become the UK market leader in digital signage. Yasmina joined Amscreen in 2009 as winner of the BBC1 show the Apprentice, where participants compete for a job with Lord Sugar, owner of Amscreen.

AMScreen

Your media in real-time

Amscreen offers a robust, end to end digital signage solution, which uses unique wireless plug and play technology. Their digital forecourt and convenience store networks broadcast to over 3000 sites across the UK, which is used by advertisers such as Amex, Visa, B&Q, Camelot, Redbull and Lucozade.

Amscreen also provides screens to the healthcare industry, where revolutionary software provides customers with the ability to create and broadcast their own messages, which are viewed in GP surgeries, hospitals and dentists up and down the country and can be viewed in prime dwelling areas such as waiting rooms, corridors and coffee shops.

In September 2010, Amscreen launched their LinkLocal portal, a revolutionary new service that allows local businesses to target potential customers by advertising on one of 3,000 digital signage screens across the UK.

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Christian Vogel
Head of "Digital Outdoor/Innovation", Wall AG

Since January 2008 Wall AG's department „Digital Outdoor/Innovation“ is headed by Christian Vogel. His tasks include the management of all activities in digital outdoor advertising and the development of innovative multi-media solutions. The focus is on the digital underground station Friedrichstrasse in Berlin and on bluespot, Wall AG's digital information portal for cities. Before joining Wall AG, Christian Vogel has acted as project manager in charge of media installations and research projects at Berlin based ART+COM agency. Previous stations of Christian Vogel's career have been studio klv (Berlin), Pixelpark AG (Berlin) and arte-media AG (Potsdam), where he gained substantial experience with digital media and interactive surroundings as project manager and developer for customers like Mercedes-Benz, ThyssenKrupp AG and the Principality of Monaco.



Wall AG specialises in street furniture and outdoor advertising. The company is part of JCDecaux S.A., the leading outdoor advertiser in Europe as well as the Asia-Pacific area and number 2 in outdoor advertising worldwide.

Since 1976, the company is fashioning the public space with street furniture, cooperating with renowned international architects and designers. Self-cleaning, wheelchair accessible City-Toilets, bus stop shelters, city information panels, vending kiosks and innovative advertising panels are developed and manufactured in the company owned production plant. These products are provided to the partner cities free of charge. Wall AG refinance the investment by marketing the integrated advertising spaces. Wall has already won over more than 50 metropolises and cities for its street furniture and marketing concept.

Worldwide the company markets around 65,500 analogue and digital advertising spaces with highest frequencies of exposure, including 6,724 means of transportation such as tram lines, busses, underground trains, and trucks.

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Additional speakers:

Eric Hubacher, CEO, ESAG AG
Nurlan Urazbaev, director of marketing, Broadsign
Adrian Whelan, EMEA New Business, Development Director, Intel Corporation (UK)

No turning back...



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