

# invidis X world

digital experience insights



# invidis X world – highlights

invidisXworld

- invidis consulting's senior partners Florian Rotberg and Stefan Schieker are searching and analyzing trends and drivers of retail and digital signage across the most important markets as part of the year-long **invidisXworld** tour
- invidis will meet with **250+ global experts** face-to-face and **inspect 300+** retail and other digital experiences in retail, transport, education, offices and other venues
- invidis will **publish video reports** and research studies, engage with the audience in Q&A sessions, and present at dozens of **global conferences** and events during and after the tour



# Motivation

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- **COVID19 pandemic will dominate 2021**
  - Even with vaccine becoming available the return to normal public life will take a long time. According to European scientist up to 18 months
  - Larger live events, face-to-face meetings as well as normal travel will most likely only be available for C-level staff
- **Digital Signage Industry and Corporate Customers will lack opportunities to experience digital signage and best practice in person**
- **invidisXworld caters to the needs of the industry and corporate buyers by**
  - bringing the fascination of digital signage to the (home) offices,
  - educating about new technologies / solutions, and
  - providing the most-talked about networking platform

## Welcome & Highlights Teaser Zurich



## Site Visit – Credit Suisse, Branch of the future



## Installations



## Industry Trends – Tim Deutschmann, Littelbit



## Company visit - Advertima



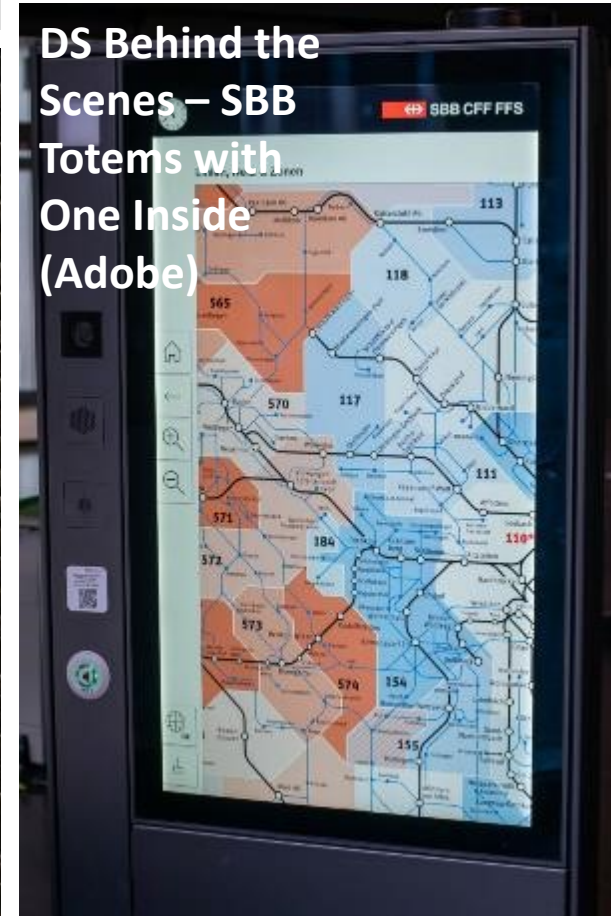
## MyCity with Andi Bohli



## Behind the Scenes – IWC Boutique



## DS Behind the Scenes – SBB Totems with One Inside (Adobe)



Show Elements - example Zurich

invidis.com



Site Visit –  
Jelmoli



Company visit –  
Navori



Customer  
Trends –  
Nespresso



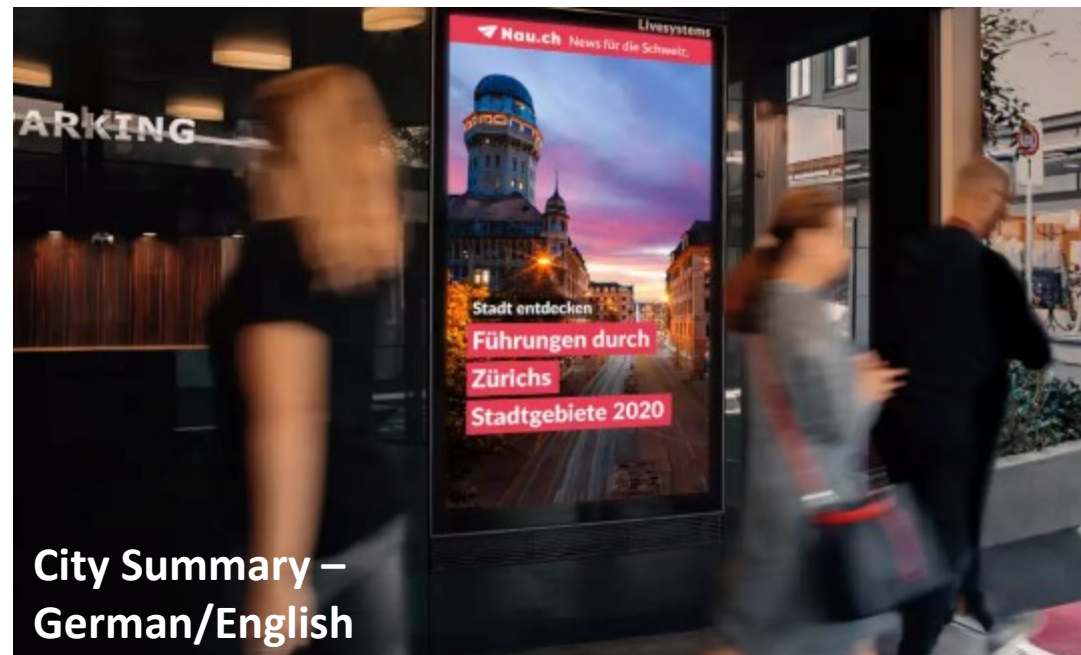
Fireside chat –  
Sabine Krieg,  
Falke



Customer Trends  
Vitra Office



Behind the Scenes  
– Swisscom /  
Westiform



City Summary –  
German/English

Show Elements – example Zurich



invidisXworld

- a new **bi-monthly editorial magazine** produced by invidis consulting in cooperation with ISE
- the **purpose** of the format is
  - to show **best-practice** examples of digital (signage) installations,
  - to provide **behind-the-scenes insights** into projects and concepts,
  - to introduce **key market players**,
  - to **learn from leaders** – customers and industry
  - to **analyze trends** shaping the industry
- the show does not sell any products / services and is free of commercials
- the concept premiered in July 2020 as a two-day online conference with 2.500 delegates from 96 countries



## Show Concept II

invidisXworld

- each show **focuses on the city / region** visited
- a **mix of (short) formats** keeps the program **informative and entertaining**
- on-site videos and photos convey an impression of “**being on site**”
- **guests and speakers** both from customer and industry side, such as retailers, architects, integrators, and technical experts, provide a **broad perspective** on key industry topics
- invidis comments put topics into **context and perspective**
- **live Q&A** at the end of the show enable direct interaction and an incentive to participate live



## Show Concept III

- DSS, the conference joint venture of invidis consulting and ISE, organized **more than 50 digital signage conferences in Europe, Asia, North and Latin America**. The bi-monthly video magazine supplements the onsite events and draws a **very loyal audience**
- each show will be **professionally produced** at locations **on site**
- for 2021 shows are planned from **London, Paris, Barcelona, Berlin, Dusseldorf, Munich, Zurich, Dubai, Singapore, Seoul, Hong Kong** and more
- the first season with **12+ shows** (December 2020 - June 2021) is presented by Samsung Electronics and will be produced **in English and German**



# Audience and Reach

invidisXworld

- **B2B End-Users, Retailers, Manufacturing, Architects and Designers, Digital Signage and Digital Retail Industry**
- 2.000+ delegates on conference platform, a few thousand views via YouTube and presented as ISE Show TV in Barcelona (ISE gathers in normal time 80.000+ B2B delegates from around the world)
- the show is initially streamed via a free-to-register conference platform followed by a 15-20 min. live Q&A session
- the show (excl. Q&A) and individual segments are later also released on [YouTube](https://www.youtube.com) and featured on [invidis.de](https://www.invidis.de) and via social media channels



## Production and typical setups

invidisXworld

- each 60mins show includes approx. **15 segments** e.g. talks, reports, round table discussions, site inspections, fireplace chats
- the show is **produced by a small** (3-4 people) **team** consisting of a professional camera man, sound engineer / lights operator, and a producer
- on-site:
  - interviews with max 4 people in front of camera
  - Cameras, light on tripods



# Interview partner involvement

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- interviews will be typically **3-10 minute conversations on site or at a central location** in the city (e.g. hotel, meeting space, etc.)
- preferred **interview language is English**, German is an option
- typical **overall time requirement** for video production will be **30-60 minutes** for the interview partners
- a short **speaker bio** should be provided
- a **briefing** with interview topics will be **supplied by invidis and discussed beforehand**
- additional **photo and / or video materials** are very much **appreciated**
- Other formats, like short presentations, are possible on request



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## Project Management

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- is a Munich-based boutique consultancy
- offers worldwide leading digital signage consulting services
- publishes invidis.de - the leading German-language news platform
- provides digital architecture professional services to brands and retail designers
- analyses the digital signage industry and shares the insights in form of the invidis yearbook annually
- founded and co-organizes the worldwide leading digital signage event series (DSS - Digital Signage Summits)
- offers strategy and management consulting to enterprise clients, suppliers, investors and a wide variety of other businesses
- was founded 2006 and is still fully owned by Florian Rotberg



## invidis consulting

- is a boutique digital consultancy with expertise in digital signage, digital retail, digital-out-of-home, and smart cities based in Munich/Germany
- specializes in scalable and sustainable digital concepts and strategies
- advises clients across the world
- thinks strictly customer-centric, but with store operations and backend processes in mind
- makes “gut feelings” quantifiable and actionable with Retail Analytics
- supports management to better understand “retail experiences” and competitive dynamics
- helps clients to design deliverable strategies while keeping scope and budgets in focus
- has developed into one of EMEAs leading, supplier independent digital signage consultancies since 2006
- is industry thought-leader presenting more than 50 times annually at conferences around the globe



# contacts

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