Written by Bob Snyder
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Integrated Systems Events, the company that produces the ISE exhibition, enters into a joint venture agreement with **invidis consulting** to take a majority share in its annual **Digital Signage Conference**.



The **Digital Signage Conference**, run in cooperation with trade association **OVAB Europe**, is taking place this year on 14-15 September at the Hilton Airport Hotel, Munich.

It will feature a mix of presentations and workshops on digital signage and DooH technology and business topics.

Invidis, a research and communications business specialising in digital signage and Digital-out of-Home (DooH), launched the Digital Signage Conference in 2007. Invidis has been a regular ISE partner in recent years and has run several successful digital signage programmes and installation tours around the exhibition.

Integrated Systems Europe is Europe's largest trade show for AV and systems integration and is the largest digital signage exhibition in the world, with 446 digital signage relevant exhibitors at ISE 2015. It is co-owned by *InfoComm International* and *CEDIA*.

Photo: Left, Terry Friesenborg (Infocomm), Florian Rotberg (Invidis Consulting) and Mike Blackman (Integrated Systems Events) Image: Invidis

ISE Managing Director Mike Blackman comments: "invidis consulting is recognised as a leading expert in the provision of content and analysis of the digital signage marketplace while ISE excels at AV event management. There will be many synergies and growth opportunities to come from this move and it further demonstrates ISE's ambition to be at the forefront of providing market intelligence and thought leadership in the sectors in which it operates."

He continued, "For existing clients of invidis consulting it will be 'business as usual'. All of the existing staff and management team that work on the conference will remain in place."

Florian Rotberg, invidis consulting Managing Director, adds "The Digital Signage Conference in Munich has increasingly become a European event in the last years. There are more and more international projects in the market and on the other hand the industry in Germany can learn a lot from other countries. Teaming up with ISE to build on our current position and to develop the conference brand internationally represents the perfect partnership. Now we can offer our exhibitors and visitors an even more successful conference."

Go **8th Munich Conference on Digital Signage**