

DSS Europe 2016 Breaks Own Record

Written by Roger Douglas
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This year's **Digital Signage Summit Europe** broke its own records: the event saw more attendees, more exhibitors and more speakers discussing more important topics for the future of the sector than ever before.

All in all, 503 attendees filled the two-day DSS Europe conference to listen to 40 plus speakers and the 40 exhibitors making their way to the Munich-based conference. Despite summer temperatures, all presentations and panels were well attended.



This year's DSS Europe was also historic: the largest and most successful conference to-date was also the event's 10th anniversary. Furthermore, with the news of Brexit running parallel to the event, questions were raised regarding the inevitable changes both to the economy in general and the digital signage industry as a whole.

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Aside from both of these external factors, the DSS Europe could be a historic conference for other reasons: the rising trends IoT and smart cities, two of the most important topics at the event, both set to have a huge impact on the world -- for companies, individuals and potentially all vertical markets.

After 10 years of DSS Europe, the organizers say the event has taken place in the Hilton Airport for the last time. From 2017, the event will most likely take place in Munich's ICM.

While the DSS Europe may be over for another year, there are many reasons why 2016's event is sure to be remembered as a turning point. Organisers **invidis** and **ISE** hope that everyone made it back home safe and sound and would like to extend thanks to all people and companies that made 2016's DSS Europe an extremely special one.

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