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## 3<sup>rd</sup> Munich Digital Signage Conference 2009

# Digital Out-of-Home 2010 - Discover the potential!

21. Oktober 2009 - International Congress Center (ICM), Munich

With presentations from:



Christian Vogel, Head of  
Digital Outdoor Wall AG



Klaus Striebich, CEO  
Leasing ECE Projektma-  
nagement GmbH & Co.KG



Dr. Ferdinand Hager, Board  
of Management feratel  
media technologies AG



Dirk Hülsermann, Presi-  
dent OVAB Europe



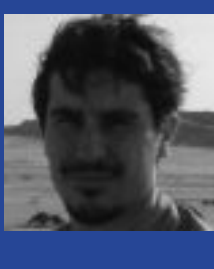
Roger Strack, Partner  
SERVICEPLAN Power of  
Sales GmbH & Co. KG



Martin Langhauser,\*  
Division Manager GfK AG



Gerda Stein-Elton, Com-  
munication Manager  
Lufthansa Cargo



Danielle Raimondi,  
Marketing Specialist at  
Milano Serravalle

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# The Agenda of the 3rd Munich Digital Signage Conference 2009

Wednesday, 21st of October 2009

Simultaneous Translation available!

09:30 – 09:40	Welcome to Conference <i>Update Agenda etc.</i>	<b>Florian Rotberg /</b> <b>Managing Director invidis consulting</b>	Hall 14a	<i>English</i>
09:40 – 09:55	OVAB Europe Welcome Address <i>“OVAB Europe -the first DooH centric Pan-European association”</i>	<b>Dirk Hülsermann /</b> <b>President OVAB Europe</b>	Hall 14a	<i>English</i>
09:55 – 10:15	Introduction <i>“Overview over the digital signage industry in Europe”, Mall Signage Market Update</i>	<b>Oliver Schwede</b> <b>Senior Analyst invidis consulting</b>	Hall 14a	<i>English</i>
<b>10:15 – 10:45</b>	<b>Keynote</b>  <i>“Shopping malls are like urban entertainment centers – how does this influence the communication to customers and visitors?”</i>	<b>Klaus Striebich,</b> <b>Managing Director Leasing</b> <b>ECE Projektmanagement GmbH &amp; Co.KG</b>	Hall 14a	<i>Deutsch</i>
10:45 - 11:15	<i>“Principles of Communication at the Point of Sale. With reference to the Sunrise research project conducted by GfK AG.”</i>	<b>Roger Strack*,</b> <b>Managing Partner Service Plan</b> <b>Power of Sales GmbH &amp; Co. KG /</b> <b>Martin Langhauser*,</b> <b>Division Manager GfK AG</b>	Hall 14a	<i>Deutsch</i>
<b>11:15– 11:45</b>	<b>Coffee Break</b>			
11:45 – 11:50	Tourism Market Update		Hall 14a	<i>English</i>
11:50 – 12:20	<i>“Multichannel marketing and integrated communication in tourism”</i>	<b>Dr. Ferdinand Hager,</b> <b>Board of Management</b> <b>feratel media technologies AG</b>	Hall 14a	<i>Deutsch</i>
12:20 – 12:25	Travel Retail Market Update		Hall 14a	<i>English</i>
12:25 – 12:55	<i>“How the world’s biggest provider of food &amp; beverage, duty free and retail services integrates digital communication into POS measurements.”</i>	<b>Danielle Raimondi*,</b> <b>Autogrill/Serravalle</b>	Hall 14a	<i>English</i>
<b>12:55 – 13:55</b>	<b>Lunch Break</b>			
13:55 – 14:00	DooH Market Update		Hall 14a	<i>English</i>
14:00 – 14:30	<i>“Do current technology and pricing fail to meet the requirements of the outdoor advertising industry? What does it take to digitize traditional billboards and posters?”</i>	<b>Christian Vogel,</b> <b>Head of Digital Outdoor Wall AG</b>	Hall 14a	<i>Deutsch</i>
14:30 – 14:35	Corporate Communications Market Update		Hall 14a	<i>English</i>
14:35 – 15:05	<i>“Pitfalls and solutions for employee communications in the maintenance overhaul and repair sector”</i>	<b>Gerda Stein Elton,</b> <b>Communications Manager,</b> <b>Lufthansa Cargo AG</b>	Hall 14a	<i>English</i>
15:05 – 15:40	<i>“Results of the first OVAB Europe Study conducted by Nielsen.”</i>	<b>Nielsen Media Research</b>	Hall 14a	<i>English</i>
<b>15:40 – 16:00</b>	<b>Coffee Break</b>			
16:00 – 17:30	Audience Metrics Standards—Moderated Discussion	<b>For details see next page</b>	Hall 14	<i>English</i>
16:00— 17:30	Partner-Events	<b>For details see next page</b>		
18:00 – 21:00	Post Conference Networking with open bar			<i>* requested</i>

# Audience Metrics Workshop and Partner-Events

Wednesday, 21st of Oktober 2009 (16:00 – 17:30 h)

**16:00 – 17:30** Audience Metrics Standards Moderated Discussion **Hall 14a** *English*

**Objective: “To start a pan-European standardization process to measure and qualify DooH networks in order to create an institutional media currency”**

It is time to discuss the future of DooH and to agree upon a roadmap! With the lack of standards the industry struggles to gain acceptance among media buyer and brands. The moderated discussion is the starting point for a standardization process which shall be finalized until the end of 2010. The result will be a widely accepted standard to qualify DooH networks and to provide a transparent calculation basis which leads to reasonable and comparable costs. The base for the process are the Audience Metrics Guidelines given by OVAB US (<http://www.ovab.org/amg>).

We will discuss the challenges of Digital of home focused on Audience Metrics with senior executives from:

- JCDecaux (FR)
- Clear Channel Outdoor (US)
- Etienne Reignoux, Chief Development Officer of Neo Media Group (CH)

Prior to the conference all attendees will receive an working document with the key findings of the OVAB Europe Metrics Guidelines. The moderated discussion will be based on this document. All attendees will be asked to give us their input prior to the conference. In addition questions can be asked personally or via SMS service during the discussion.

## Partner-Events

**16:00 – 17:30** **NEC Display Solutions Europe GmbH** **Room: tba** *Deutsch*

NEC Display Solutions Europe showcases their product portfolio with the main focus on use-cases from different vertical markets. On invitation only!

Presentation by: Andreas Brückner, Sales Manager Public Displays

**16:00 – 17:30** **Celstream Software Presentation** **Room: tba** *English*

Celstream Technologies is an established, global Product Engineering Services company. With PointMedia Pro they introduce a new and powerful Software to run big advertising driven networks. First time presentation of PointMedia Software. On invitation only!

Presentation by: Ranga Raj, CTO Celstream and Martin Tabery, Director Business Development

**16:00 – 17:30** **macom / invidis consulting** **Room: tba** *Deutsch*

Principles of Digital Signage in corporate communications. On invitation only!

Moderation: tba

## Who should attend the conference?

- Commercial and technical decision makers from the European digital signage industry
- Marketing experts with special communication needs
- Specialized agencies for outdoor advertising and media planners
- Creative agencies

## Why should you attend?

At the 3rd Munich Digital Signage Conference we will focus on basic communication needs in diversified markets to impart knowledge about communication needs, market situation and customer needs. This includes:

- General market overview
- Economic key facts
- Trends & Driver
- Competitive situation of the customer
- Competition in the field of digital signage in the specific market
- Communication needs and processes of the customer

Only with this basic knowledge, the digital signage industry can offer digital signage solutions to customers which corresponds exactly to their needs.

Each speaker will be introduced by a 5 minute market snapshot following the above criteria. This snapshot will be handed out to each attendee free of charge! The following vertical markets will be covered:

- Shopping Malls
- Convenience
- Corporate Communications
- Digital Out-of-Home
- Tourism
- Hospitality / Congress

Book now! [www.invidis.net](http://www.invidis.net)

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