

INTERNATIONAL CONFERENCE

Digital Signage – no alternative!

31 May – 1 June 2012, Korston hotel Moscow

Agenda

31st of May 2012

10.00-11.00	PRESENTATION
11.00-11.30	<p>Imperative Group <i>Chris Heap and Brayan Meszaros</i></p> <p>"Digital Signage. Risk and reward."</p>
11.30-12.00	<p>Microsoft <i>Thomas Frahler</i></p> <p>"Intelligent Systems and Digital Signage in Retail environments"</p>
12.00-12.30	<p>LG Electronics <i>Viktor Leonychev</i></p> <p>"Visualisation of information via Digital Signage. Russian and international experience"</p>
12.30-12.00	<p>Harris <i>Maxim Sverdlov</i></p> <p>"Maximising Digital Signage Impact in Live Events Venues"</p>
13.00-13.30	<p>Formula kino <i>Alikberov Andrey</i></p> <p>"Implementation of Digital Signage in modern cinemas"</p>
13.30-14.15	COFFEE-BREAK
14.15-14.45	<p>AOpen <i>Natalia Vorontsova</i></p> <p>"ROI from the end-user's and the system integrator's point of view"</p>

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14.45-15.15	DigiSky <i>Nicolay Alaev</i> "Digital Signage infrastructure — purchase or rent"
15.15-15.45	Enka TC <i>Stanislav Panov</i> "Digital Signage in malls: yesterday, today, tomorrow"
15.45-16.15	Intel <i>Igor Rudim</i> "The next steps of Intelligent Digital Signage"
16.15-17.00	Dismart <i>Denis Saveliev</i> "Content automation for Digital Signage networks in retail and corporate TV"
17.00	COMMUNICATION IN DEMO-ZONE, CHAMPAGNE, LOTTERY

1st of June 2012

10.00-11.00	REGISTRATION
11.00-11.30	OVAB <i>Florian Rotberg</i> "Implementation of OVAB standards. European experience"
11.30-12.00	Q-matic <i>Richard Schiller</i> "The Customer Journey"

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12.00-12.30	<p>Vivaki <i>Vyacheslav Dolgin</i></p> <p>"Digital Signage in advertising from the point of view of advertising agency"</p>
12.30-12.00	<p>VI Plazma <i>Ilya Alekseev</i></p> <p>"DOOH: perspectives in Russian market"</p>
13.00-13.30	<p>3M <i>Francesco Fasoglio</i></p> <p>"Multitouch: the future of interactivity now! Case studies in retail applications"</p>
13.30-14.15	COFFEE-BREAK
14.15-14.45	<p>AIMS <i>Ahmed ElRidi</i></p> <p>"Digital Media in Branding activities and Launch campaigns"</p>
14.45-15.15	<p>Bluefox <i>Andrea le Vot</i></p> <p>"Content Philosophy – The Way To Successful Digital Signage"</p>
15.15-15.45	<p>Tricolor TV <i>Sergey Simanovskiy</i></p> <p>"Using of video content in public places"</p>

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15.45-16.20	<p>1st music publishing <i>Maxim Dmitriev</i></p> <p>"Payment for video content (according Civil code)"</p>
16.20	COMMUNICATION IN DEMO-ZONE, CHAMPAIGNE, LOTTERY

1st of June 2012 Workshops

10.30-12.00	<p>Imperative Group <i>Chris Heap</i></p> <p>"How to start Digital Signage project: from idea to realization"</p>
12.00-14.00	<p>LG Electronics <i>Petr Kozlov</i></p> <p>"Digital Signage development with examples of LG products"</p>
14.00-15.30	<p>Quarta Technology <i>Dmitriy Kornilovich</i></p> <p>"Windows Embedded overview for Digital Signage projects"</p>
15.30-17.00	<p>DigiSky/Imperative group <i>Vladimir Kozlov, Chris Heap</i></p> <p>"New effective technologies for gas stations: screens, kiosks, music service"</p>

SPONSORS



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Moscow Digital Signage conference attracts 300 people

Russia's digital signage leaders, DigiSky and Adissy, have organised for a second consecutive year the "Digital Signage – no alternative!" conference. Bringing together more than 300 people from Moscow, Russian regions and CIS countries, the two days conference was held at the Korston Hotel in Moscow (May31st-June1st).

After last year's success, DigiSky and Adissy realised the importance of providing a space to debate and learn about this rapidly growing industry, and decided to extend the conference to two days.

"Digital Signage – no alternative!" had a brilliant agenda with speakers from Russian and other European countries, talking about the state of the market, technical advances and business development. Some of the companies sharing their knowledge included: Microsoft, LG, Scala, Harris, AOpen and Intel.

The conference invited end users and media companies to familiarise themselves with what Digital Out Of Home networks are, how they can be used, what benefits they bring and how to find the right solution for their business.

It also included an exhibition area, where attendees could see digital signage demos first hand. The demo-zone showcased innovations such as gesture control; touch-sensors; integration with social media; and the use of Near Field Communication (NFC).

DigiSky presented a complex media extension for business. The demo was a combo of music, digital signage and thematic content – ideal for brands that want to offer their clients an unforgettable shopping experience.

Natalya Vorontsova, Business Development Manager of company AOpen, mentioned, that the conference was conducted at the highest level. "The Russian market already knows and understands what Digital Signage is. It is time to make the most of its potential and get total efficiency from the made investments. The conference gave knowledge and ideas for how to achieve it".

Alain Bodenstedt, Regional Executive Director of Scala, said "The conference was a great opportunity to meet a lot of interesting people and companies, and strengthen our ties and position in this market." He pointed out that although some of Scala's competitors are becoming less active in this region, the company sees great room for growth. "Thanks to our pilot product Scala5, we are able to meet the customers' requirements to a successful project".

The Imperative Group Managing Director Chris Heap highlighted how well the conference had been organised, with a wide range of the participants and a nice balance between the main program, business communication and informal networking.

Harris' Maxim Sverdlov, Head of the Key Account Management Department put her name down for next year's conference already, saying: "The event was excellent. In future I would like to hear more reports from end users and it might be a good idea to have some round tables for discussions."

Alexander Pivovarov, Adissy Director thanked sponsors: LG, Scala, Microsoft, AOpen, Harris, Intel, QMatic, IAdea, Tricolor and Croc. He also said that the help of its partners Dismart, Qarta, iFree and 3M was much appreciated. "Next year we will make it even more interesting, bigger and better."

Vladimir Kozlov, Director of DigiSky, concluded: "Only two years old, but this conference is already proving a success and a must attend event in Russia. We will continue with its development, so next year come and join the leaders."

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If you have any questions, please, contact:

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