







— III —
INTERNATIONAL CONFERENCE
Digital Signage – no alternative!

31 мая 2013, hotel Radisson Slavyanskaya, Moscow

Agenda

9.00-9.50	REGISTRATION	
9.50-10.00	INTRODUCTION	
10.00-10.30		<p>OVAB Europe</p> <p><i>Florian Rotberg</i></p> <p>"Trends&Drivers in Digital Signage and DOOH"</p>
10.30-11.00		<p>Yesco</p> <p><i>Rod Wardle</i></p> <p>"Creating an experience with digital integration "</p>
11.00-11.30		<p>Subway</p> <p><i>Grigory Rabinovich</i></p> <p>"Digital Signage in QSR Subway"</p>
11.30-12.00	 	<p>DigiSky</p> <p><i>Nikolay Alaev,</i> <i>Viktor Korobko</i></p> <p>"Digital Digest: new technologies in retail"</p>
12.00-12.30		<p>LG Electronics</p> <p><i>Viktor Leonychev</i></p> <p>"When the visualisation aids business growth. New 2013"</p>

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12.30-13.00	COFFEE-BREAK	
13.00-13.30		<p>Ströer Digital Media <i>Dr. Kai-Marcus Thaesler</i></p> <p>"DOOH - it's all about reach!"</p>
13.30-14.00		<p>Colin's <i>Olga Narozhnaya</i></p> <p>"The experience of using Digital Signage technologies in retail chain COLIN'S"</p>
14.00-14.30		<p>Quividi <i>Olivier Duizabo</i></p> <p>"Measuring the audience of Digital Signage networks: using metrics to improve your impact"</p>
14.30-15.00		<p>Scala <i>Natalja Boehm</i></p> <p>"How the latest technology and smart integrations help you reach your target audience effectively"</p>
15.00-15.30		<p>Croc <i>Pavel Pochtenov</i></p> <p>"AR in Digital Signage"</p>
15.30-16.00		<p>Rivelty group <i>Dmitry Bogdanov</i></p> <p>"Creating of effective visual content"</p>
16.30-17.00	CHAMPAGNE	

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Future is for Digital Signage

31st of May in Radisson Slavyanskaya hotel the 3rd Digital Signage Moscow conference “Digital Signage – no alternative” was held.

For the third year the organizer of the conference DigiSky company had gathered together in one place Digital Out-of-home (DOOH) representatives and end-users from different vertical markets..

This year the conference was supported by leading European association OVAB Europe (Out-of-home video advertising bureau) for the first time. “Last year I was a speaker of the conference but this year I take participation as co-organizer. It’s a great honor for me to be a part of such a great event”, - comments the conference Florian Rotberg, General Secretary at OVAB and Managing Director at invidis consulting.

More than 300 specialists had visited the conference, among them representatives from such big companies as AMMA Development, K-rauta, Coca Cola, Enka TC, EKA, TSUM, Museum of Russian impressionism, Kosmic, Renaissance Development, RIABANK, Sberbank, PUMA Russia, Adamas, Rigla, Otrada mall, O’STIN, Azbuka vkusa, Robert Bosch, Aeroexpress and many others.

The latest technologies had been presented in conference’s demo-zone. **LG Electronics** company (Platinum Sponsor) showed LED seamless video wall with Shine out technology, which allows to use displays in shop-windows with the same brightness even by daylight. On the LG booth there had been also presented portrait 72”displays, which are the same size as static advertising posters, large screen monitors which are suitable for different kind of signs.

Within the framework of the conference **DigiSky** had presented solution of its new partners – iDisplay tablets and real-time video analytics solution Quividi. Company also had demonstrated up-to-date 3D mapping technology by creating fashion show on the conference with the use of only one mannequin and projection.

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DigiSky Ukraine had showed possibilities of using Digital Signage systems in restaurants – e-menu integrated with sales register, screens in checkout area suggesting additional dishes and drinks, displays inside the restaurant.

Casio (Silver Sponsor) had presented its projectors based on laser and LED technology. That technology allows reaching stable brightness, low maintenance cost and longtime of operation which makes projectors actual for Digital Signage sphere. Representatives from Casio had demonstrated on their booth: digital mannequin, virtual promoter, Kinect and touch screen.

On **Adissy** booth (Silver sponsor) there had been presented corporate TV project realized for Coca Cola Hellenic. The main attention on Adissy booth was attended to holographic pyramids and cubes with 3D content – the best solution for new product presentations as well as for the exhibition.

The most eye-catching technology in demo-zone was invisible **Displair** screen made from water and air. WOW-effect of the technology gives its creators the power to say that the screen will take its place in Digital Signage industry in time.

Within the framework of the conference the worldwide experts had discussed industry tendencies, new possibilities and adventures of professional hardware, share its experience.

The conference had been opened by **Florian Rotberg**, he had told about news, tendencies and technologies which are spread in European DOOH industry. **Nikolay Alaev, Business development director from DigiSky**, had told about Russian DOOH industry. **Commercial director of DigiSky Ukraine office Viktor Korobko** had added to Mr. Alaev's presentation with real examples of using Digital Signage in restaurants. **Pavel Pochtenov, Head of intellectual media systems department in Croc** company, had glanced into the future and showed how to use AR and 3D technologies in today business.

Worldwide DOOH industry leaders such as **Rod Wardle, Vice-President of Yesco Electronics**, **Kai Thaessler, Managing director of Stroeer Digital Media** and **Natalja Boehm, Area Sales Manager CIS at Scala** had explained in their presentations how digital technologies influence brand image, how to attract client's attention, how to reach target audience.

Grigoriy Rabinovich, Marketing manager at Subway and **Olga Narozhnaya, Marketing communication director at COLIN'S**, had shared their experience in using Digital Signage technology, had told about problems they faced with, about targets and goals that they could reach with the installations and about plans for the future.

Viktor Leonychev, Corporate sales director at LG Electronics, told about advantages of using professional displays, their commercial functions and features. **CEO of Quividi Olivier Duizabo** had showed how to receive visitor information with video analytics system and increase sales.

Why the content plays an important role in Digital Signage systems and how to make it more interesting and effective told **General Producer of Rivelty group Dmitry Bogdanov**.

After the conference Olga Narozhnaya had announced: "The future is for Digital Signage technology. I wish organizers to continue informing business community and mass audience of this technology".

"I'm very impressed with the visitors, the demo-zone and the conference itself – everything is on a high level!" – shared his thoughts Rod Wardle.

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“Three years ago the conference was created as a platform for those who are interesting in Digital Signage and wants to know more about it. The result of today conference shows us that we chose the right way and the event becomes valuable for the industry.” – had resumed Vladimir Kozlov, CEO at DigiSky group.

Among **sponsors** of the 3rd international Digital Signage Moscow “Digital Signage – no alternative” conference: LG and Quividi (Platinum Sponsors), Croc, Rivelty group and Scala (Gold Sponsors), Casio и Adissy (Silver sponsors).

Technical partners of the conference: Canon, Smart service

The event was supported by VOIS (RUSSIAN ORGANIZATION FOR INTELLECTUAL PROPERTY).

About DigiSky

DigiSky is a leading provider of true end-to-end Digital Signage solutions, music service, audio branding in Russian Federation and CIS. DigiSky provides full complex of media services for customers in retail, fitness industry, financial sector, HoReCA and other markets. Among our clients are METRO CC, OBI, Castorama, IKEA, Real, Mega Shopping Malls, Sber Bank, Selgros CC, Bin Bank, Dream House, O'key, Strata Partners, Enka TC and others.

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