

Welcome

The Digital Signage Route Planner is designed to assist ISE attendees in locating exhibitors and training sessions taking place at ISE in this specific area of technology. Areas covered include: Display Technology; Content Management; Retail Solutions and Global Advertising.

Simply study the hall plans on the following pages of the Digital Signage Route Planner and make a note of the highlighted stands. The accompanying listing will show which companies are occupying each location. Also shown is a selection of the Professional Development sessions connected to this topic so that attendees can plan their visit around them if required.



The Official ISE 2015 Digital Signage Route Planner

Digital Signage Android DS Player Box



Cloud based CMS with lowest cost of ownership

Designed for:

- Franchises and retail chains
Hospitality
Schools and Universities
Public Places
Administrations
Etc..

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Integrated Systems Europe

10-12 February 2015 Amsterdam RAI, NL



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A joint venture partnership of CEDIA, InfoComm International, and the Association of Display Manufacturers

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Digital Signage: Professional Development highlights

The Future of Digital Signage - latest trends in display, software and connected technologies

10 February 2015, 13:00-13:30

Room: ISE Commercial Solutions Theatre

Speaker: Florian Rotberg, Invidis Consulting

Exhibitors at ISE 2015 will again showcase the newest displays, most advanced media players, digital signage software and other technologies. We will look at the newest trends and products, check how they match the need of today's clients and what to expect from the future. What else does it need beyond the technology to offer a full digital signage solution. The perfect start to your ISE visit 2015.

Masterclass with Robert Simpson: Displays of today and tomorrow

10 February 2015, 08:00-12:00 (Room: D403)

Presented by: InfoComm International

Speaker: Robert Simpson, Founder Director, Electrosonic

The session is divided into four sections. The first is a refresher tutorial on such topics as visual acuity, the photopic luminosity function, contrast sensitivity function, temporal modulation transfer function and chromaticity. These are then related to display performance. Particular emphasis is given to existing and forthcoming standards in respect of the contrast performance of both flat panel and projected images. A review of the implications of BT2020 and the introduction of high frame rates. The second section is devoted to flat panel displays. Brief mention is made of many flat panel technologies that have fallen by the wayside, have not yet become well established, or are not mainstream (PDP, electroluminescent, electro-wetting, MEMS, FED, electrophoretic, OLED, etc.). The main emphasis is on LCDs and LED displays. Besides explaining how these displays work, it explains what terms like "in-Plane Switching LCD" and "Vertical Alignment LCD" actually mean and reviews the phenomenal progress in LCD and the current state of the art. Similarly it reviews the progress of LED and its move to becoming a high resolution display medium. The third section is devoted to projection. This describes how the main electronic projection technologies (LCD, LCOS and DLP) work, and the range of products available from pico projectors to high power 4K. The hot topic at the moment is "laser", so an evaluation of illumination technologies (xenon lamp, high pressure mercury lamp, LED, laser and laser phosphor) forms a significant part of this section. The principles and limitations of image blending and warping are described. The final section applications develops some of the topics already presented, for example, the problems presented by the very high data rates required, and introduces some more specialist aspects of displays. Examples include the choice of display technology for control rooms; 3D and autostereoscopic displays, the integration of displays into different environments, giant screen projection and image sources.

Instore Analytics - Improve the ROI of your DS solution and enhance customer experience at the same time

12 February 2015, 13:00-14:00 (Room: D204)

Presented by: InfoComm International

Speaker: Daniel Gasser, Partner, Relevance Analytics GmbH

Digital signage investments are growing at a rapid pace, and new technologies are delivering fantastic opportunities to improve customer experiences and more revenue. But how do you determine if your investment in digital signage is achieving results? Is your content improving the customer experience? How do you measure the digital signage investment in terms of increased sales? Are there ways of leveraging your company's investment in on-line marketing to improve that in your stores? What are the opportunities generally forgotten with digital signage deployments? What are fast and easy ways to improve your ROI in digital signage?

The User Interface: Digital Signage's Ugly Duckling

10 February 2015, 14:30-15:00

Room: ISE Commercial Solutions Theatre

Speaker: Jody Smith, Product Manager, BroadSign

User interfaces in the digital signage space have never been a hot topic of conversation, perhaps because the industrial design of human-machine interaction isn't a sexy subject... Until now. In this session, we will discuss a UI's evolution from functionality to usability and how to make complex functions seem very simple to users, often network operators, interacting with interfaces on a daily basis. Additionally, this presentation will expose hidden problems and issues that have become accepted as 'the norm' in our industry but don't have to be. Find out what works, what doesn't and how to get from point A (the ugly duckling) to B (you know how the story goes).

Simplifying & Maximizing Digital Signage

12 February 2015, 14:30-15:00

Room: ISE Commercial Solutions Theatre

Speaker: Micha Risling, Head of the Marketing Committee, HDBaseT Alliance

Digital signage is everywhere, and many of us take it for granted. What's not clear to targeted audiences, though, are the clear complexities behind a successful screen: high costs, reliability, video quality, distance limitations, multi-screens. Up to recently, installers and integrators were limited in their options, and were bound to deal with extremely complex installations which involved high costs and expensive equipment and cables. HDBaseT, a standard for the delivery of high-definition video, audio, Ethernet, controls and power (up to 100W) over a simple LAN cable, opened a new horizon for these installers, as it simplifies installation (less cables, longer distances) with cost-effective results and benefits. The HDBaseT 2.0 Spec brings increased benefits for digital signage, with new features enabling daisy-chaining, multi-streaming and touch screens.

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Wireless Point-of-sale Display Solutions



WiFi Android 4.2

Edge of Shelf Connected Displays with cloud based CMS

Deploy and manage remotely, multiple locations. Deliver a more effective message at eye-level next to your products

All-in-one units:

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Complete range 7" to 21"
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Exhibitor List

Table listing exhibitors and their booth numbers, organized in columns. Includes companies like 22MILES Wayfinding, 2N Telekomunikace, 3D STORM / NEWTEK, etc.

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50m

Key
Stands of companies
in Digital Signage

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Auditorium/
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Congress
Square

Europe Foyer

Elicium

Smart
Building

TAXI

Park
Foyer

Free
WiFi Zone

Park
Entrance
F

♿ P3

10

Forum

Ruby
Lounge

Free
WiFi Zone

Holland
Entrance
C

♿ P1

8

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Signage

A10
E19

P5

Discovery
Zone

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Communications

9

P4

11

Station RAI
Amsterdam

P1
P2
P3

7

P10

6

Discovery
Zone

Residential
Solutions

3

2

Europe Foyer

P9

4

5

1

Europa
Entrance
K

12

P8

Floorplan correct at time of going to press