

ALSO Digital Communication Summit

Erhalten Sie während eines Nachmittags einen umfassenden Überblick über AV, Digital Signage und IT-Lösungen:

>> **Dienstag, 7. Mai 2019**

>> **Verkehrshaus der Schweiz**



Moderation: Florian Rotberg, Unternehmensinhaber invidis consulting

Key Note Speaker: Hannes Sigrist-Thompson, Founder & Creative Director bei FS Parker



Adobe



CISCO



intel



LG



CONNECTION PERFECTION



Workplace as a Service



Microsoft Surface



NETGEAR



peerless-AV



poly



SAMSUNG



SENNHEISER

ALSO Digital Communication Summit

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>> Dienstag, 7. Mai 2019
>> Verkehrshaus der Schweiz



13:00

Begrüssung, Einleitung & Positionierung ALSO Schweiz AG

13.15 Uhr

WaaS | Im as a Service Dschungel

Brigitte Kathriner, Business Development Manager CBM

Samuel Zürcher, Collaboration, Office 365 & Teams Expert bei Expert Inside

13.45 Uhr

KEY NOTE | "Und was soll ich auf dem Gerät zeigen?"

Hannes Sigrist-Thompson, Gründer und Creative Director der Zürcher Designagentur FS Parker, erläutert die Agenturperspektive wenn es um die berühmte Kundenfrage geht: "Und was soll ich auf dem Gerät zeigen?" Aus den letzten 10 Jahren werden Beweg- und Hintergründe zum Thema Motion Graphics präsentiert und erklärt wie auch mit einfachsten Mitteln, grossartiger digitaler Content entstehen kann.

Hannes Sigrist-Thompson, Founder & Creative Director at FS Parker

14.30 Uhr

Pause & Besuch der Ausstellung | Möglichkeit für Speed-Dating

15.00 Uhr

LG | Eigenschaften und Einsatzbereich der LG OLED Technologie

Immanuel Rudelstorfer, Key Account Manager Information Display Switzerland

15.30 Uhr

Samsung | SMART LED Signage Lösungen

Samuel Wiesendanger, Business Development Manager LED Displays

16.00 Uhr

Pause & Besuch der Ausstellung | Möglichkeit für Speed-Dating

16.30 Uhr

Cisco | Arbeitsplatz der Zukunft, wo und wie arbeiten wir in Zukunft?

Die Menschen sind immer mobiler, Reisen benötigt viel Zeit und dennoch wollen wir uns möglichst in Person treffen. Analysen zeigen, dass wir pro Woche 1/3 unserer Arbeitszeit in Meetings verbringen, von denen wir in jedem Meeting 5-15 Minuten warten bis alle Teilnehmer erschienen sind und die Technologiehürden überwunden haben, damit das Meeting starten kann. Das muss nicht sein und geht mit Cisco Webex viel einfacher.

Michael Siegrist, Workplace Solution Specialist, Cisco

17.00 Uhr

Verkehrshaus-Vortrag & Führung





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10 Global Digital Signage, DooH and Smart City Trends



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Market Update



Source: © 2019 Futuresource
2018 Market Share in Units (Professional Screens >32")
YoY: 2017 vs 2018



Global Units

5.6m | YoY +21%

Global Value

14.6bn | YoY +18%

EMEA Units

21% | YoY +12%

EMEA Value

18% | YoY +14%

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2018: Global Large Format Display Market



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FULL HD

1920x1080

4K

3840x2160

8K

7680x4320



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#1 | Technology - UHD & 8k



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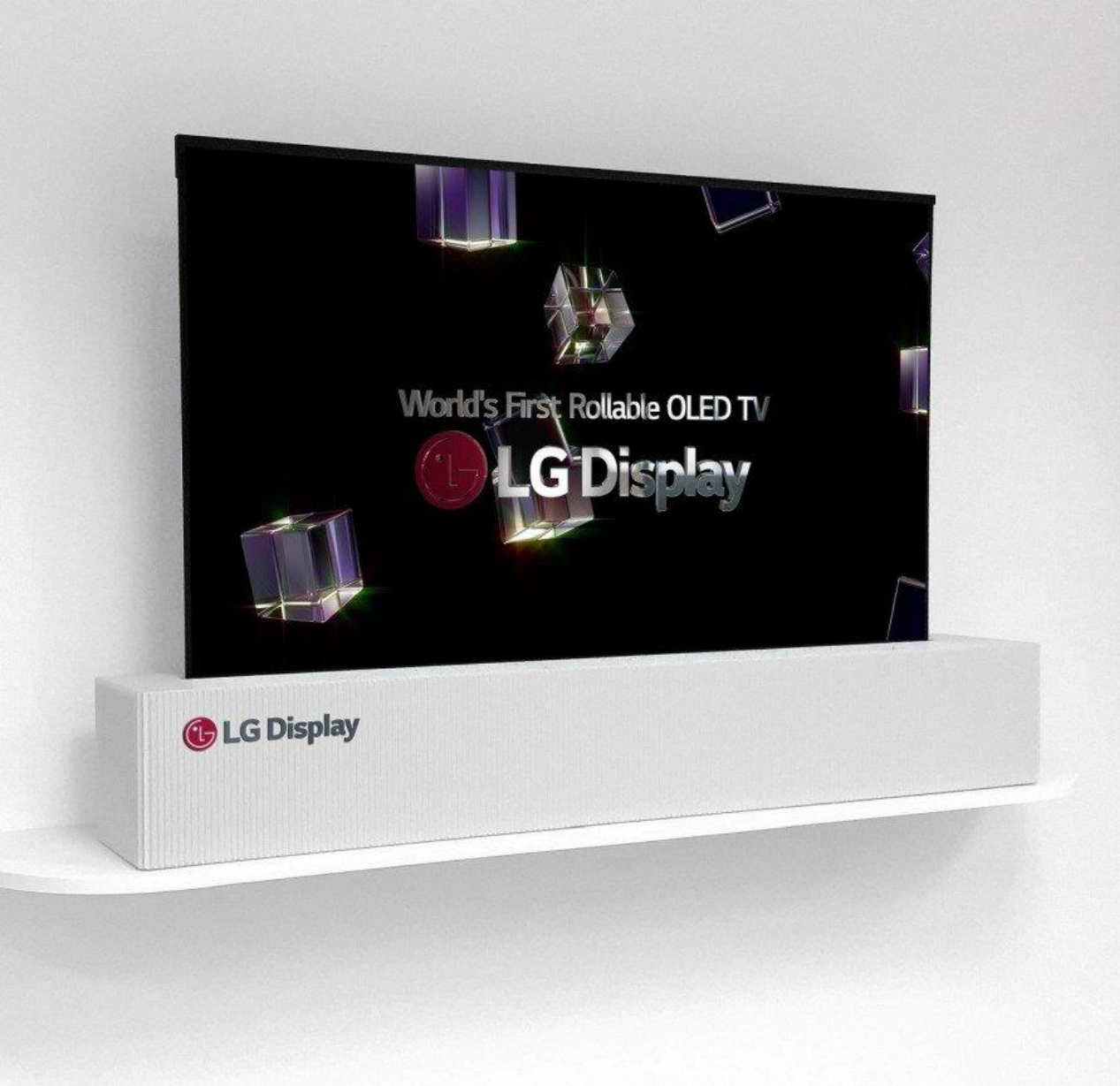
The World's First Modular TV

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#1 | Technology - Micro-/Mini-LED



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#1 | Technology – Rollable OLED



Think small.

"Couldn't imagine driving another but a Volkswagen."
Sue Bennett

You are only 30 minutes from picking up your loved one from Birmingham airport.



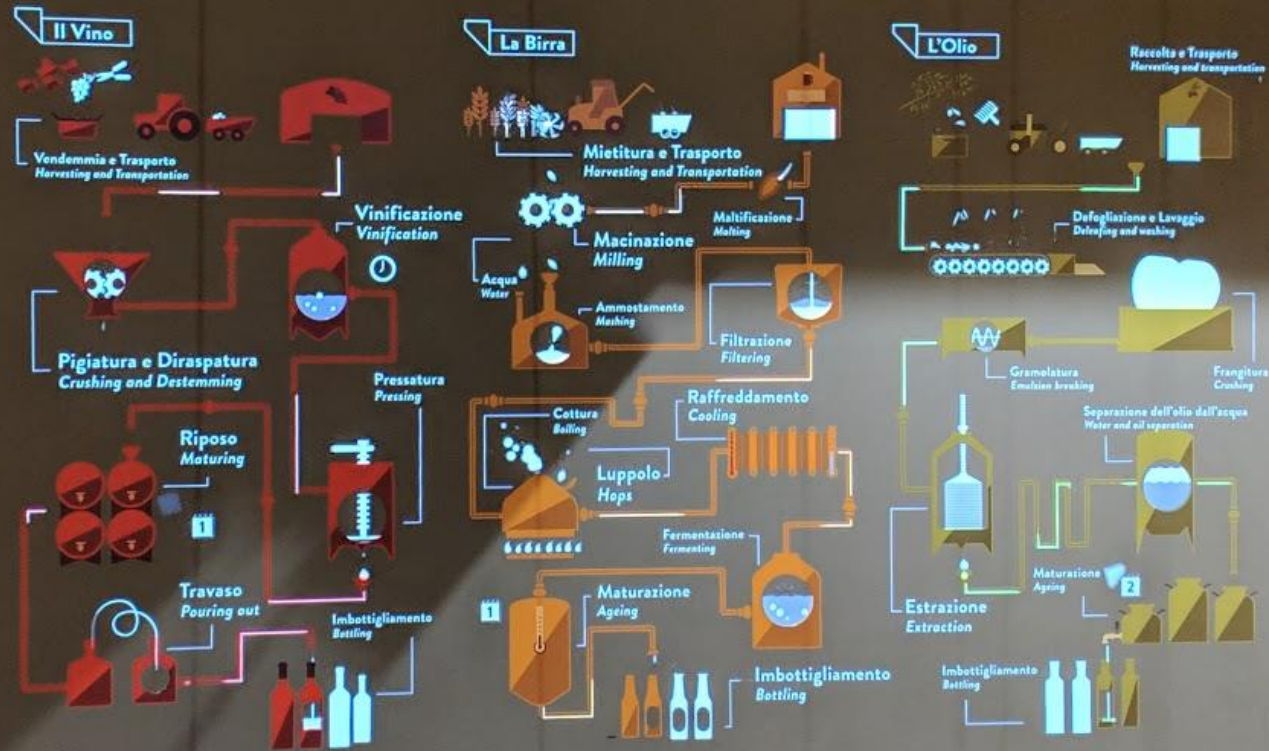
Service by Volkswagen
Well worth it.
When you have your Volkswagen serviced by Volkswagen Service, your car is washed and cleaned, every time. Just

Volkswagen technologies.

ALSO Digital 2019 | invidis keynote #1 | Technology - UST Projection

6

Vino, birra, olio:
come si fanno?
Wine, beer, oil: how are they made?





Content

Concepts

Context

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#1 | Technology - Digital Experience Platforms (DXP)

bon
prix
it's me!



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#1 | Technology - Digital Experience Platforms (DXP)



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VOICE RECOGNITION

Hello, I'm a voice assistant! What would you like to do? Selfie or get Fashion Inspirations?

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#2 | Artificial Intelligence (Sensors)



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#2 | Bluetooth 5.1 improved accuracy from mtr to cm



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#3 | Data - From Mad Men to ...



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#3 | Data - ... to Math Men



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VISA
MasterCard
American Express

TELLI SIIT!

ORDER HERE! ЗАКАЖИ ЗДЕСЬ!



Don't forget to get a drink!
Lisainfoormatsiooni saate kättesaadavaks ja allajärjendatavaks kaasa võttes kassapileti.

 Vajutage, et alustada


This kiosk is not at service now.

VO A TELLIMUS COLLECT

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#4 | Hyper-Personalisation



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Cambridge Dictionary

Experience (noun):

“something that happens to you that affects how you feel”

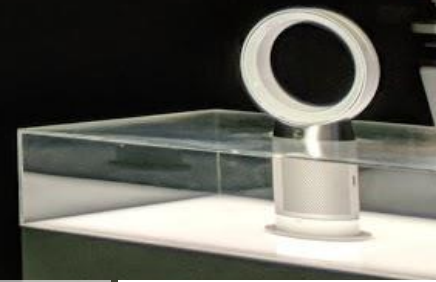
Addresses senses

Creates emotions

Remains in your memory

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#5 | Customer Experience



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#5 | Customer Experience



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Doug Stephens (Retail Prophet):

“Experiences won’t just sell products. Experiences will be the products.”

Engaging

Unique

Personalized

Surprising

Repeatable

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#5 | Customer Experience



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#6 | Video



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H&M HOME

Voice stylist

H&M HOME

Voice stylist

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#7 | Voice



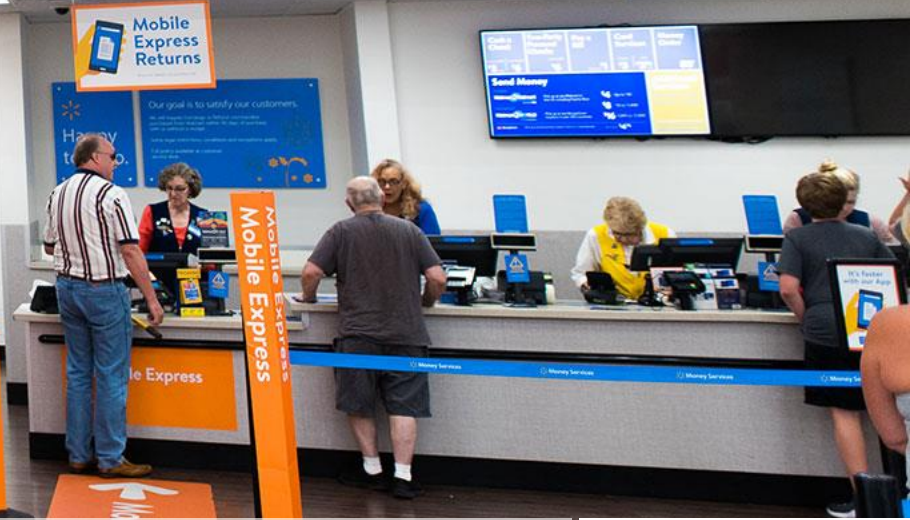
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#8 | Seamless & Multi-platform



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#9 | Convenience





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#9 | Convenience



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But do not forget:

The best Stories are still told by Humans



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#10 | Storytelling

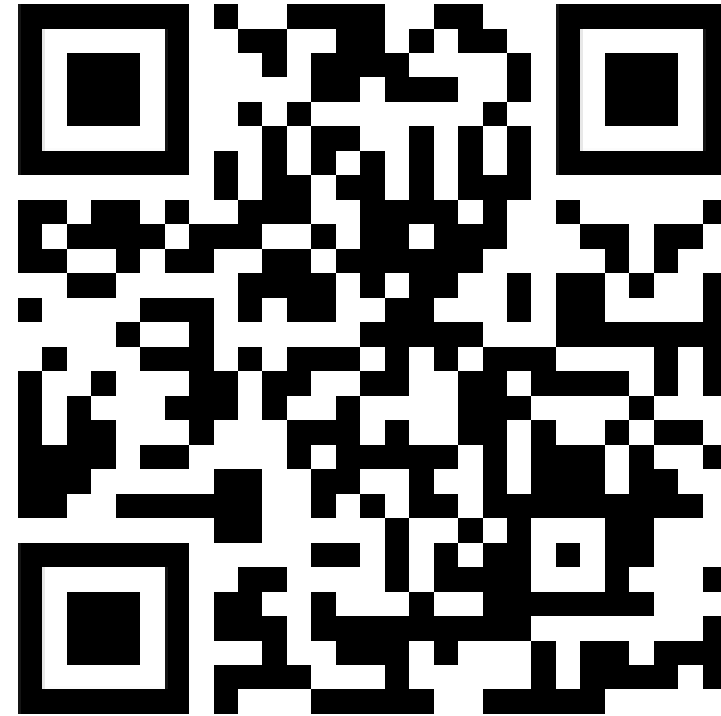


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English



German



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All invidis market information free for download



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**digital
signage
summit
europe**

03-04 JULY 2019
MUNICH
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