Interactive Digital Signage Technology

Endless Innovation

Expanding Possibilities

Sept. 21 - 23, 2016
Baltimore, MD

Transforming your Facility through Implementation of the Latest Trends in Interactive Digital Signage: Creating Emotional Connections with your Customers through Immersive Digital Experiences

Key Topics to be Covered Include:

Indoor signage as a branding tool: Effective planning and implementation of digital signage systems
  - Transforming facility design using digital signage
  - Digital signage in corporate communications
  - Usage of displays for venue branding
  - Understanding display technology options - translucent displays, shapes, image blending, image mapping, video walls
  - Technical standards for digital signage installation

Wayfinding trends: Effective tools for indoor navigation as well as emergency evacuation systems
  - Interactive wayfinding solutions for airports, malls, hospitals, campuses
  - Digital signage and emergency usage – alerts and wayfinding
  - Intuitive wayfinding systems

Interactive Content Experience: Trending innovations
  - The changing face of interactivity
  - IoT in digital signage
  - Network strategies for digital signage
  - Usage of sensors as a tool for personalized digital experiences
  - Technology innovation in geofencing
  - Interactive content experience as a marketing tool - enhanced customer experience
  - Big data as a tool for more effective digital signage use
  - Discover the latest developments in content strategy – continual content upkeep through effective usage of content management systems
  - Audio challenges in digital signage
  - Digital signage convergence of data and devices
  - Network security challenges - media player connectivity to the LAN/WAN, BYOD connectivity to the sign
  - 3D technology in digital signage
  - DOOH: Digital out of home networks

Analysts forecast the global digital signage market to grow at a CAGR of 5.6% during the period 2016-2020. North America is the largest geography in terms of the global digital signage market size and this trend is expected to continue till 2020. -Markets and Markets, January 2016

Businesses need to keep a clear focus on the needs and expectations of their customers—a group that’s diverse and fragmented, with high expectations and little patience for anyone who can’t keep up. Digital signage has moved from “nice to have” to “must have”. -Forbes, November 2015
Interactive digital signage has lately become a common part of our lives. The market is quickly becoming dominated by interactive applications. Interactive technology solutions go far beyond touching a screen, and understanding the full potential of the technology is a must before any investment at your facility is attempted.

This event will give you in-depth look into the latest trends in indoor digital signage and its effective use – from planning a project, through implementation to the content management. This event is a unique opportunity to learn about wayfinding solutions, understand how digital signage can help change the face of your venue as a branding tool. Learn how to create emotional connections with your customers, employees and visitors by creating immersive digital experiences.

Professional end-user attendance represents decision-makers from key industry categories such as healthcare, education, retail, hospitality and transportation, as well as other key stakeholders, including building owners, facility managers and architects.

Register for this exclusive industry conference to learn latest trends and strategies from top industry leaders and innovators. Make sure you don’t miss the Interactive Digital Signage Technology Conference, September 21-23, 2016.

**Invited Media Partners Include:**
- Digital Signage Connection
- Commercial Integrator
- Digital Signage Magazine
- Digital Signage Today
- Health IT Outcomes
- American School & University
- Customer Retail Experience
- Hospitality Upgrade
- Venues Today

**Conference Speakers:**

**Keynote Speaker**
Joseph Bocchiaro III  
Ph.D., CStd, CTS-D/I, ISF-C, Principal Consultant  
THE SEXTANT GROUP, INC

Scott Kushner  
CEO / Executive Producer  
MEDIAPLACE

Nancy Sturm  
Principal Consultant  
THE SEXTANT GROUP, INC

Todd Kreps  
CTS, DSCE Project Consultant  
THE SEXTANT GROUP, INC

Joseph Hammett  
CTS-D, Senior System Designer  
THE SEXTANT GROUP

J. Patrick Kelly  
Project Manager and Creative Director  
RED ROAD MEDIA

Jamie Barnett  
President  
JAMIE BARNETT DESIGN

Travis Beaven  
Chief Product Officer  
UIEVOLUTION

Michael Torres  
AIA, Senior Associate/Technical Director and Project Architect  
GENSLER

Jeremy Hopwood  
Creative Director  
MEDIAPLACE

Stephen Gottlich  
Vice President Digital and Strategic Relationships  
GABLE

Jennifer Davis  
Vice President, Marketing and Product Strategy/Chief Marketing Office  
PLANAR, A LEYARD COMPANY, AND LEYARD INTERNATIONAL

Doug Ralston  
President  
MOBIMANAGE

Ashley Mariani  
Marketing Manager  
INDUSTRY WEAPON INC.

Frank J. Riggio-Preston  
CTA, Director of Visitor Center  
VISIT BALTIMORE

Blair Davenport  
Architectural Designer  
AYERS SAINT GROSS

Christopher Foster  
Project Consultant  
THE SEXTANT GROUP

**Who Will Attend:**

- Commercial Developers
- Building Owners and Managers
- Education Facilities Technical Directors
- Architects
- Employee Communications Directors
- Corporate Communications Directors
- Technology Directors
- Corporate Intranets Managers
- Digital Marketing Managers
- Technology Business Development Directors
- Internal Branding Directors
## Pre-Conference Tour • September 21, 2016:

<table>
<thead>
<tr>
<th>Time</th>
<th>Activity</th>
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<tbody>
<tr>
<td>2:00 PM</td>
<td>REGISTRATION FOR TOUR</td>
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<tr>
<td>2:30 PM</td>
<td>TRANSIT TO TOUR LOCATION</td>
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<tr>
<td>3:00 PM</td>
<td>EXCLUSIVE SITE TOUR: DIGITAL SIGNAGE GUIDED INSTALLATION TOUR</td>
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**Digital Signage Guided Installation Tour**

Digital Signage Guided Installation tour will provide customer-facing views and behind-the-scenes insights of digital signage installations in Baltimore.

Our tour guides will be representing the venues and the technology to be on hand to answer questions and speak about the challenges they have faced in concept, design and implementation of digital signage installation. Also, they will provide insights into the benefits and results of chosen solution.

**Baltimore Visitor Center**

The Baltimore Visitor Center is a recently renovated, open and welcoming, state-of-the-art space where Baltimore visitors and residents can obtain information about Baltimore. Highly trained and professional staff and volunteers provide one-on-one personalized visitor information services, reservations, and ticketing services.

New displays housing more than 200 brochures, visitor guides, and maps are available, along with mobile device charging stations and glass display cases containing samples of works of art from city museums and galleries. LED touchscreens provide visitors with information about attractions, museums, restaurants and lodging, including way finding.

**Tour Guides**

Frank J. Riggio-Preston, CTA, Director of Visitor Center

Blair Davenport, Architectural Designer

Christopher Foster, Project Consultant

## Conference Day One • September 22, 2016:

<table>
<thead>
<tr>
<th>Time</th>
<th>Activity</th>
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<tbody>
<tr>
<td>8:00 AM</td>
<td>REGISTRATION &amp; CONTINENTAL BREAKFAST</td>
</tr>
<tr>
<td>8:45 AM</td>
<td>CHAIRPERSON’S WELCOME &amp; OPENING ADDRESS</td>
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<tr>
<td>9:00 AM</td>
<td>CONFERENCE WORKSHOP: DIGITAL SIGNAGE VISION AND PROGRAM WORKSHOP</td>
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Join industry experts and fellow conference attendees in an immersive “mock” visioning and programming session to develop a digital signage project! Beginning with a marketing plan, develop a vision for reaching your audience with digital signage, incorporating the latest techniques of audience engagement and data acquisition. Working with architects, immersive experience designers, and technology designers, develop a plan for the information flow, display devices, and architectural aesthetics and infrastructure. An award-winning visioning session expert will guide the group through each decision in the collaboration process, leveraging the collective program goals, imagination, and creativity.

**Visioning Workshop Expert**

Nancy Sturm, Principal Consultant

THE SEXTANT GROUP, INC

**Digital Signage Technology Coordinator**

Joseph Bocchiaro III, Ph.D., CStd, CTS-D/I, ISF-C, Principal Consultant

THE SEXTANT GROUP, INC

**Experiential Design and Wayfinding Expert**

J. Patrick Kelly, Project Manager and Creative Director

RED ROAD MEDIA

**Digital Signage Project Manager**

Todd Kreps, CTS, DSCE Project Consultant

THE SEXTANT GROUP, INC

**Graphic Design**

Jamie Barnett, President

JAMIE BARNETT DESIGN

**Technology Designer**

Joseph Hammet, CTS-D, Senior System Designer

THE SEXTANT GROUP, INC

There will be a 15 minutes break for morning refreshments around 10:00 AM.

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<th>Time</th>
<th>Activity</th>
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<tr>
<td>12:00 PM</td>
<td>LUNCHEON FOR DELEGATES &amp; SPEAKERS</td>
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KEYNOTE: THE 7 KEY ELEMENTS OF DIGITAL SIGNAGE – THE BALANCE OF INFORMING, ENGAGING, AND OVERWHELMING

Audiovisual technology is everywhere we go, and we carry it with us. We are entertained, informed, inspired, and educated. With the dawn of the interactive era, we become increasingly personally involved with the technology as it is woven into our lives and behavior. Digital signage is but one of many audiovisual impressions demanding our attention.

It is tempting for professionals who are creating content and developing signage integration to pull out their entire tool set in an attempt to express their creativity. During this session we will explore how to think about balancing the elements of digital signage in order to create user experiences that are effective and engaging.

Joseph Bocchiaro III, Ph.D., CStd, CTS-D/I, ISF-C, Principal Consultant
THE SEXTANT GROUP, INC

2:15 PM

ENGAGING GUEST EXPERIENCES WITH INTERACTIVE DIGITAL SIGNAGE

A presentation on the new space of interactive content experiences through digital signage, and how they are transforming the hospitality and retail industry. With key insights from deployments to Cruise and Hotel, we look at the way that signage goes beyond basic communication into true connected experiences that drive consumer engagement. Featuring in-market examples of beacon, BLE, RFID, mobile and tablet interactions and much more, this presentation also takes a look at how different generations are adjusting to this new and exciting space.

Attendees will learn how to:
- Understand interactive engagement methods
- Provide different experiences based on demographic and cultures
- Deploy in a safer, phased approach that is both cost efficient and reduces risk
- Drive additional revenue streams and learn about their audience
- Address security and privacy concerns before they happen

Travis Beaven, Chief Product Officer
UIEVOLUTION

3:15 PM

CREATING INTERACTIVE PLAY AS AN EFFECTIVE TOOL FOR HEALING

Patrick Kelly of Red Road Media will discuss the methods employed in creating hands-free interactive experiences for a major research hospital. This presentation will highlight how the Interactive Producer (Red Road Media), the Architect (Stanley Beaman and Sears) and the Technology Consultant (TSG) worked together to design and develop engaging interactive solutions that encourage patients to engage physically, while promoting post-treatment recovery. We will demonstrate how these environments can provide very young patients with relief from their difficult treatments and also return an opportunity for play and joy to an otherwise clinical setting. Additionally, we will discuss the specific challenges of creating interactive ‘games’ within a sterile healthcare environment. Immersive physical, auditory, and visual experiences will be explored, as well as unique solutions for guiding and educating patients and visitors of all ages.

Attendees will learn about:
- COLLABORATION – The “synergy” of content, technology and architecture
- PLAY AND HEALING – How Kinect-based games encourage children to move and gain relief from difficult treatments
- UNDERSTANDING SPACE AND ARCHITECTURAL PROGRAM – The challenges of seamlessly integrating interactive experiences within predefined themed environments and an architectural vision
- MEDIA CANNOT BE AN AFTERTHOUGHT – Media is becoming an integrated component of architectural space
- COMMUNICATION - Making digital signage exciting and “brand appropriate” by incorporating engaging medial

J. Patrick Kelly, Project Manager and Creative Director
RED ROAD MEDIA

4:00 PM

#837NYC – BUILDING AN INTERACTIVE FLAGSHIP STORE

We will discuss the process and challenges of designing a major electronics flagship retail store and experience center in New York City. The presentation will highlight how the Architect (Gensler) and Technology Consultant (TSG) worked together to integrate the manufacturer’s latest professional and personal products into an imaginative and engaging experience center that serves as a showroom, technical support space and a performance venue. We will also discuss how we planned for future products and changes to the space, knowing that this will be a dynamic building that must continually evolve to stay fresh.

Attendees will learn about:
- Branding and the retail environment experience
- Futureproofing
- Working with a large company with many product division
- Creating an aesthetically pleasing and technology rich environment

Michael Torres, AIA, Senior Associate/Technical Director and Project Architect
GENSLER

Joseph Hammett, CTS-D, Senior System Designer
THE SEXTANT GROUP
PANEL DISCUSSION ON DIGITAL SIGNAGE CONTENT STRATEGY / BRING YOUR QUESTIONS

There are many different approaches to developing content for your digital signage network. From developing and supporting an in-house team to utilizing the turn key services of a third party creative services company that specializes in digital signage. There are also companies that specialize in dynamic digital content (weather, sports scores, stock market, etc.) as well as the software companies whose offerings drive and integrate all of the above.

What will be discussed:
- What is the best content for your network?
- What is the best strategy to serve the viewers that engage your network?
- Where does social media fit into all of this?
- Full motion video content vs pictures and words?
- Do I need permission to use content? How does licensing work?
- How about audio?

Attendees will learn about:
- The different approaches to developing your digital network content production protocol
- Get the answers to your current questions on the table today as you develop or evolve your network
- Learn how interactivity can play a role in helping you make your network more effective and valuable to your viewers and your relationship with them
- How to plan for and secure cutting edge content that will change your customers’ relationship and loyalty to your brand in a positive way

This panel discussion is being set up for attendees to bring their questions about your specific opportunities, hurdles and problems with digital signage content. We believe from our experience that everyone developing digital signage networks experience similar issues in developing and growing their networks. We believe everyone will benefit from this panel of experts’ experience from their particular dynamic of digital signage content development.

Panel Chair:
Scott Kushner, CEO / Executive Producer
MEDIAPLACE

Panelists:
Jeremy Hopwood, Creative Director
MEDIAPLACE

Stephen Gottlich, Vice President Digital and Strategic Relationships
GABLE
WHAT LEADING BRANDS ARE TEACHING US ABOUT INTERACTIVE DIGITAL SIGNAGE

Today’s leading brands want to engage with their customers in new and meaningful ways. Leveraging their place-based installations in public venues or retail locations is a great way to bring interactive brand experiences to life. I will be discussing how major brands like Audi, Gucci, Seattle Space Needle, Marc Jacobs and more are engaging their customers using digital signage.

Attendees will learn about:
• How emerging technologies like transparent OLED displays will change the face of brand experiences
• How leading brands and innovative companies of all sizes are utilizing interactivity to increase customer engagement
• The future of interactive digital signage is coming quickly and what opportunities lie ahead for those on the cutting edge
• How to plan for and secure cutting edge content that will change your customers’ relationship and loyalty to your brand in a positive way

Jennifer Davis, Vice President, Marketing and Product Strategy/Chief Marketing Office
PLANAR, A LEYARD COMPANY, AND LEYARD INTERNATIONAL

LUNCHEON FOR DELEGATES & SPEAKERS

SESSION SUCCESS WITH NEW TOUCHPOINTS FOR BUILDING IN-DESTINATION EXPERIENCES

Learn about the latest technology, trends and strategies to build visitor engagement through kiosks, digital displays and apps with a focus on social media, research and analytics.

Executable ideas for destinations of any size; building and integrating multiple touchpoints to provide easy sharing, mapping and searching. Strategies for revenue and brand-building with examples from Los Angeles, Amelia Island, Laguna Beach, St. Petersburg and more.

Doug Ralston, President
MOBIMANAGE

CREATING A DATA-RICH ENVIRONMENT: HARNESSING THE POWER OF DATA VISUALIZATION

Ashley Mariani will discuss how digital signage does more than just modernize a space. Digital Signage can help businesses clearly communicate important information by harnessing the power of data visualization.

Attendees will learn about:
• Why digital signage matters to communication professionals
• Why visualization is critical to effective communication
• Learn how integrating with data makes digital signage easy to implement and be successful

Ashley Mariani, Marketing Manager
INDUSTRY WEAPON INC.

CHAIRPERSON’S CLOSING ADDRESS

CLOSE OF CONFERENCE
Scott Kushner, CEO / Executive Producer  
**MEDIAPLACE**

Scott, founder of MediaPlace, has been producing, and delivering branded video content across multiple network platforms for over 20 years now. Drawing on his media production skills and his experience in the development of multi-platform networks, Scott set out to build a niche creative boutique to serve today’s evolving digital media landscape. MediaPlace is a leader in bringing brands to life, specializing in content creation for cross platform distribution by telling stories that engage consumers through Digital Out-Of-Home, Digital Signage and Point-of-Sale opportunities...to all things digital today both mobile and cross-platform. Our team creative approach uses writing, filmmaking and digital animation to forge an emotional bond between consumers and America’s most important brands. Previous to starting MediaPlace, Scott was part of the initial development and management team of Point-of-Purchase (POP Radio), rising to Vice President / General Manager. Scott began his professional life developing long form radio content for syndicators DIR Broadcasting and LBS Communications and The ABC Radio Network. In addition to overseeing MediaPlace and its subsidiaries, Scott is an active board member of advertising industry philanthropic organization The John A. Reisenbach Foundation. Scott holds a BA degree from George Washington University and currently resides in New York City with his wife Susan and son Max.

Nancy Sturm, Principal Consultant  
**THE SEXTANT GROUP, INC**

A nationally-recognized thought leader, Nancy is an award-winning educator who brings over 20 years’ experience in virtual learning, simulation environments, and faculty development. With a life-long calling to motivate students, coach teachers, and create transformative learning environments, Nancy’s award-winning programs and techniques enable teachers to use classroom technology effectively to maximize student success. A former Teacher of the Year and Executive Director of NASA’s Challenger Learning Center, Nancy designed and launched the first space simulation delivered through technology.

Todd Kreps, CTS, DSCE Project Consultant  
**THE SEXTANT GROUP, INC**

Todd is a uniquely-qualified, customer-focused professional who brings over 20 years of hands-on experience managing a wide range of technology projects from both provider and user perspective. Prior to joining The Sextant Group, Todd focused on digital signage and multimedia solutions for a publicly-traded global provider of communications and infrastructure products and services, and directed client services for a professional audiovisual integrator, managing diverse projects for both corporate and higher education customers nationwide. Todd also served 7 years as Director of Technology of the Art Institute of Pittsburgh, and 11 years as Director of Academic Media for Robert Morris University. He as a Digital Signage Certified Expert (DSCE) as awarded by the Digital Signage Experts Group.

Joseph Hammett, CTS-D, Senior System Designer  
**THE SEXTANT GROUP**

Joe brings over 15 years of experience in the audiovisual field. His portfolio spans a broad spectrum of projects including higher education, corporate, healthcare entertainment, and performance venues. With an artistic eye and a creative mind, Joe excels designing high impact visual environments featuring cutting-edge technology.

J. Patrick Kelly, Project Manager and Creative Director  
**RED ROAD MEDIA**

Patrick has been defining and redefining the best practices in interactive media design and content development for over 20 years. Employing leading-edge interactive design approaches, dynamic programming techniques, and proven project management methods, his experience has enabled him to deliver the most versatile, robust, and economical solutions for each project. Patrick utilizes a wide array of media and interactivity to communicate complex subject matter, bringing presentations and environments to life. By employing the most immediate communication methods possible, Patrick delivers high-tech solutions while always maintaining a rich user experience.

Jamie Barnett, President  
**JAMIE BARNETT DESIGN**

Jamie is an accomplished designer in the creative aspects of architecture and interior design. With over 15 years of experience at firms such as The University of Maryland, Gensler Architects, and Ayers Saint Gross Architects, she has worked on countless projects across market sectors. With a background in both graphic design and architecture, Jamie spearheads projects in the areas of digital signage, branding, wayfinding, and user experience in interactive venues. Her services lie at the intersection of the public perception of an organization and its manifestation in architectural design elements. Jamie was instrumental in the development of the artistic renovation concepts for the Baltimore Visitor Center.

Travis Beaven, Chief Product Officer  
**UIEVOLUTION**

Travis has been a leader in the space of connected experiences for over 20 years, working with companies like Microsoft, AT&T, Disney, Carnival Cruise Lines, DIRECTV, Toyota and many more. A technology futurist, Travis focuses on delivering solutions today while building a platform for tomorrow. As Chief Product Officer for UEvolution, Travis is an award-recognized innovator in the space of mobility, signage, in-car infotainment and IPTV solutions around the world, with a careful eye toward recognizing guest trends and adapting solutions that focus on experience first.
Michael Torres, AIA, Senior Associate/Technical Director and Project Architect
GENSLER
Michael has more than 20 years of architectural experience. As a Technical Director he provides leadership for architectural design and delivery in the NJ Office. His project work includes large scale commercial interiors, core and shell office building, public and private schools construction, as well as retail and hospitality projects. His responsibilities include coordination with consultants, clients, contractors and construction officials from early design through construction administration. Michael strives to build teams that leverage the power of design to make a positive difference in the world.

Jeremy Hopwood, Creative Director
MEDIAPLACE

Stephen Gottlich, Vice President Digital and Strategic Relationships
GABLE

Jennifer Davis, Vice President, Marketing and Product Strategy/ Chief Marketing Office
PLANAR, A LEYARD COMPANY, AND LEYARD INTERNATIONAL
Jennifer is the Chief Marketing Officer (CMO) for the international and north American business of Leyard and also serves as the vice president of marketing and product strategy at Planar, a Leyard Company and Runco International. She is a high energy, articulate senior executive who uses entrepreneurial skills to build high performing businesses, product lines, and go-to-market strategies.

Doug Ralston, President
MOBIMANAGE

Ashley Mariani, Marketing Manager
INDUSTRY WEAPON INC.
Ashley Mariani is the Marketing Manager of Industry Weapon, Inc., a firm that specializes in digital signage software and content deployment. Ashley has dedicated the majority of her career around successfully positioning software-as-a-service companies to an international audience. Mrs. Mariani has an MBA and an MA in Journalism and Mass Communications.

Frank J. Riggio-Preston, CTA, Director of Visitor Center
VISIT BALTIMORE

Blair Davenport, Architectural Designer
AYERS SAINT GROSS

Christopher Foster, Project Consultant
THE SEXTANT GROUP

About Venue:

Hyatt Place Baltimore/Inner Harbor
511 South Central Ave.
Baltimore, MD 21202

Hyatt Place Baltimore/Inner Harbor, located near Fells Point, offers a refreshing blend of style and innovation in a neighborhood alive with cultural attractions, shopping and amazing local restaurants. Hyatt Place Baltimore/Inner Harbor is located close to everything you want to do during your next trip, including museums, shops, restaurants and more. Those in town for business will appreciate our location close to Duetschce Bank, Transamerica and Johns Hopkins Hospital and University.

About Active Communications International:

Active Communications International, Inc. (ACI) is a leader in conference planning and production. With offices in Chicago, London, Pune, Portland, Poznan and Milwaukee, we produce world-class events focusing on areas of most relevance to our served industry sectors. We are dedicated to deliver high-quality, informative and value added strategic business conferences where audience members, speakers, and sponsors can transform their business, develop key industry contacts and walk away with new resources.