

Written by Bob Snyder
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What can you expect at this year's Screenmedia expo 2011 in London?

Mark Pigou, Director of Screen Events, says, "...I can promise visitors and exhibitors that Screenmedia expo 2011 will be the biggest, brightest and boldest yet. The expo is consistently growing year on year, as is the digital place-based media sector, and this makes for exciting times ahead. What is essential is that we as an industry continue to collaborate, network, inspire and create in order to establish digital media as a more attractive, viable opportunity for brands, agencies, marketers and end users to engage with. The expo is an ideal platform to make this

happen.”

Pigou expects more than 4000 visitors to attend this year. Total attendance for 2010 was up 8% to more than 3200 marketing, media, IT and operations pros (65% were from the UK and Ireland with 35% travelling from Europe and the rest of the world.)

The initial line up of speakers for the two-day learning programme and specialist co-located conferences, workshops and seminars includes a worldwide first from MIT SENSEable City Lab (US research organisation that seeks to creatively intervene and investigate the interface between people, technologies and the city). Christine Outram will present in the learning programme (Mash-up metropolis: key trends for the media savvy city) and in Screenmedia Professionals Conference (Worldwide first: Boosting the effectiveness of outdoor advertising”).

Other presenting companies include MIT SENSEable City Lab, Arsenal Media, Internet Retailing, Intel, HP, 3M, BroadSign, OVAB Europe, Future Source Consulting, ROI Team, OpenEye, SCG London, Screenreach, Saturn Communications, Akeman Solutions, PQ Media, Kinetic Worldwide, GoldRun and LocaModa..

In a significant convergence presentation, Internet Retailing’s Ian Jindal will consider the connection between digital screens and multichannel retail, and the impact upon retailers throughout their business.

Joe Till and John Hamersley of Saturn Communications Group will discuss the British Gas 1000-screen digital signage network, exploring how digital signage can help improve business critical processes, improve employee communication and assist work-based learning.

Another case study will be presented by Arsenal Media's Denys Lavigne on the innovative BuzzWall™ application at the home of the Miami Dolphins. This case study will help delegates understand how a variety of multichannel technologies and marketing devices operate together (for example, immersive gesture-based interactivity, sound, live game coverage, mobile device-based interactive content, social media, contextualised print designs and exclusive promotions).

Vivian Rosenthal from GoldRun will demonstrate how emerging platforms that integrate augmented reality, location based services and other marketing techniques are creating a new way for marketers to reach and connect with consumers.

At the Screenmedia Professionals Conference, a highly sought-after speaker, Patrick Quinn of PQ Media will present exclusive data and analytics on Europe vs The Rest of World.

Running alongside Screenmedia expo there will be a new forum called FLEX London aimed at forward-looking creatives, planners, media owners and creative technologists.

Details will be released soon on the additional workshops and seminars taking place at Screenmedia expo (to be hosted by Minicom, Imperative Group, Cisco, Rapid TV News and DailyDOOH, Nova Versa and never.no).

Screenmedia Expo with MIT SENSEable City Lab

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Go [Screenmedia expo 2011 at London's Earls Court 2, May 18-19th](#)