

Free webinar addresses advertising in smart and connected cities

The development of smart and connected cities is fast becoming a reality, which suggests opportunities for brands and retail operators to engage with consumers in real time. Brinkmann and Peter Rivera, VP and chief experience officer at Infusion, will co-present the Digital Signage Connection's, "How advertising is expected to evolve with smart & connected cities," on Thursday 26 January 2017, at 2pm EST.



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Kenneth Brinkmann, senior VP group director digital of Posterscope US, says, "With connectivity of objects, the world is truly transforming. We have only seen the tip of the iceberg so far, but in a few years, we will see the results of the vast research and investment in this area."

Digital Signage Connection (DSC), the news and information portal supported by Digital Signage Expo, has a year-round resource for digital signage professionals and end users invested in the digital signage space. For more information, click [here](#).

Attendance for the 30-minute webinar is free, but registration is required via [this link](#).

For more, visit: <https://www.bizcommunity.com>