

dgtgroup and Ocular combine forces on Immersive Experiences

Antwerp, 30 January 2026 – With the takeover of Ocular, dgtgroup is strengthening its strategic focus on experience as a structural pillar within digital communication. The group combines scale, technology and in-house software in an integrated platform. With a team of some 140 employees and turnover ambitions of €50 million in 2026, dgtgroup is building on its strong Benelux foundation to become a leading European player in integrated solutions for Digital Signage, Smart Office and Immersive Experiences. “Built in the Benelux. Ready for Europe.”

Immersive Experiences as a lever

In an age where the consumer’s attention is scarcer than ever, storytelling makes the difference between being seen and being remembered. Ocular specialises in the development and realisation of Immersive digital experiences in which technology, space and storytelling are fully incorporated. From interactive experience centres to museum installations: Ocular creates immersive environments with stories that touch, inform and activate visitors. Their power lies in translating complex messages into moving experiences – visual, physical and emotional – driven by Xperify, their digital platform designed in-house.

Synergy and strategic growth

With the addition of Ocular, dgtgroup combines these Immersive Experiences with its existing expertise in Digital Signage, music and Smart Office solutions in the Benelux. Ocular accelerates the evolution of functional communication towards a full experience. This opens new opportunities in sectors such as:

- Retail Flagship Stores: Where experience-driven Digital Signage and music reinforce each other.
- Museums & Culture: Where complex stories are translated into tangible and interactive experience.
- Corporate Environments: Where smart, experience-centred work environments bring the brand identity to life.

“Digital communication is becoming ever richer and more immersive. People expect not only to look, but also to participate and to feel. With Ocular, dgtgroup is enriching its offer with a crucial skill: transforming technology into meaningful experience — in the Benelux and internationally.”

— *Jan Bussels, CEO dgtgroup*

“For our customers and partners, our DNA is unchanged. We continue to develop the people, the creativity and the vision that have made Ocular what it is today. The real change lies in the strength behind the story. Thanks to dgtgroup, we can accomplish bigger ambitions, with the same spirit.”

— *Nicolas Vanden Avenne & Simon Denys, partners Ocular*

“The arrival of Ocular adds a unique creative dimension to dgtgroup. This step confirms our ambition to transform dgtgroup into the true reference in the Benelux for digital communication and experience, with a growing recurrent business model levering sustainable value creation. The combination of technological innovation and high-quality storytelling form a very powerful platform for future growth.”

— *Bart Cauberghe, Thomas Dewever & Davy Louwers, Partners Smile Invest*

Press contact:

Jan Bussels
CEO dgtgroup
jan.bussels@dgtgroup.eu
www.dgtgroup.eu – www.ocular.be



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We're joining forces to bring Immersive
Experiences to wider audiences

