Think Different! Thought leadership at ISE 2020

Over 200 specialists to offer expert opinion and insight

AMSTERDAM, 11 DECEMBER 2019: Integrated Systems Europe 2020’s professional development programme will feature over 200 leading experts from a wide variety of disciplines and subject areas across five days of keynotes, conferences, masterclasses, workshops and presentations.

Presented under the umbrella title ‘Learn. Discover. Be Inspired’, the programme has been produced by Integrated Systems Events working in close co-operation with AV industry bodies – in particular, its co-owning associations AVIXA and CEDIA – media partners and other independent organisations.

The programme includes an Opening Address; 13 conferences across five days in the Hotel Okura and RAI Amsterdam, organised by ISE, AVIXA, CEDIA and media partners – a record number for ISE; a four-day training programme from CEDIA; AVIXA FlashTracks (on Stand 13-N110) and CEDIA Talks (on Stand 1-E20), and a full programme of free thought leadership sessions on the Main Stage in Hall 14 (sponsored by Shure).

Special guests

The Opening Address on Monday 10 February will be given by Duncan Wardle, a consultant to Disney who was previously Head of Innovation and Creativity at the entertainment giant. His presentation, ‘Think Different’, will look at how companies can re-awaken traits in their employees such as imagination, intuition and curiosity to create an environment that fosters creativity and innovation.
Integrated Systems Events is delighted to welcome the **Hon. Mrs Àngels Chacón** to ISE 2020. Mrs Chacón is Minister of Enterprise and Knowledge in the Catalan Government. She will be addressing the AVIXA Women’s Council on Wednesday 12 February on the Main Stage. She will also take part in the Hola Barcelona! Event in the Forum on Friday 14 February.

**Experts from AVIXA and CEDIA**

On Monday 10 February, CEDIA’s Cybersecurity Workshop will be led by **Jeff Sonnleitner**, a professional network and security instructor with over 35 years’ experience. He is a Network Specialist and Information Security Instructor at Moraine Park Technical College, Wisconsin. The workshop will cover all aspects of network security and privacy for professionals working in either the residential or the commercial space.

Business advisor, President of North of 10 Advisors and Chairman of the AVIXA Board of Directors, **Jeff Day** will be speaking on Tuesday 11 February at an AVIXA FlashTrack session (on Stand 13-N110) entitled ‘AV Wellness Trends – Must Know Applications and their Impacts create Real World Opportunity for Integrators and End Users’. The next day he will chair an AVIXA panel discussion, ‘The Experience Revolution – How Content and Experience Change Everything in a Brand Activated World!’, on the Main Stage.

**Conference speakers**

On Monday 10 February, the award-winning architect **Aryanour Djalali**, founder and CEO of DNA Barcelona Architects, will give a keynote at the Smart Building Conference. His keynote will be entitled ‘Smart Nature, Smarter Buildings’.

Speaking at the inaugural Control Rooms Summit ISE on Tuesday 11 February will be **Rossano Giachino**, Control Centre Manager at CERN since 2008. Giachino was in charge of control centre operations for the Large Hadron Collider during its operation, as well as for two other particle accelerators, the Super Proton Synchrotron and the Large Electron Positron.

Giving the keynote address at the XR Summit ISE on Tuesday 11 February will be **Hilary McVicker**, VP of Business Development at The Elumenati – a leader in the field of immersive projection design in education, enterprise and entertainment. Her keynote will be entitled ‘Immersive XR and Pushing Creative Boundaries’.

**Main Stage**

**Alexandra Hussenot** is the founder and CEO of Immersionn, the world’s first VR Discovery Engine. She is also the UK lead for Women in Immersive Technologies, a community of 1,000 members that aims to empower European women working in XR.
She will give a Main Stage talk, presented by ISE, on Wednesday 12 February, entitled ‘Surrounded! How Immersive Technology Dominates the Experiential Market’

Glenn Kelly is Head of Production at The Imaginarium Studios, the UK’s leading performance capture studio – founded by actor and director Andy Serkis, where he is exploring how motion capture developments will affect various media. In a Main Stage session on Thursday 13 February presented by AV Magazine, he will be talking about ‘Mixed Reality in Theatre Productions’.

New show features

Two more show features have recently been added to the ISE 2020 content programme. In Hall 14, the VR at ISE feature will contain two very different interactive virtual reality exhibits. Two Digital Projection Multiview VR systems will be demonstrated, each of which allows up to three people to view and interact with a stereoscopic 3D virtual model. Each person sees the object from their own viewpoint.

The other part of the VR at ISE feature will be an immersive VR theme park ride. Designed and run by Lightspeed Design, this DepthQ VR attraction will take attendees on an interactive fantasy ride through aquatic environments.

A spectacular projection mapping on the RAI’s Elicium building will delight ISE 2020 attendees and Amsterdam locals each evening of the show. The upper floors of the futuristic nine-storey building at the front of the exhibition centre will be transformed by the projection, specially created for this location. The projection will be produced by ISE and the RAI, supported by seven technology partners.

Mike Blackman, Managing Director of Integrated Systems Events, said: “I’m very pleased to acknowledge the role of AVIXA, CEDIA and our many content partners in producing such a compelling line-up for ISE 2020. Added to this, the Elicium projection mapping and the VR at ISE feature are two more opportunities for our attendees to ‘Learn. Discover. Be Inspired’.”

“‘Learn. Discover. Be Inspired’ is more than a tag line. For an AV professional, it must be at least a career plan, if not a life commitment,” said AVIXA Chief Executive Officer Dave Labuskes, CTS, CAE, RCDD. “We are proud to have been part of the organising team that brings these brilliant leaders to the ISE stages and implore you to experience as much of them as you can while you’re there.”

Tabatha O’Connor, CEDIA Global President and CEO, said: “With the technology market continually evolving, it’s important for professional development to reflect this and stay ahead of change. We’re thrilled to be able to contribute to ISE’s comprehensive professional development programme at ISE 2020, which provides attendees with full, varied and high-quality training across a range of industry topics taught by experts. Whatever the level or role of attendees within the industry, there’s something for everyone at ISE.”
Details of ISE 2020’s professional development programme can be found on the ISE website at www.iseurope.org. Further details will be available later this month in RISE, the official magazine of ISE 2020; and the ISE 2020 Professional Development Guide.

Additional information is available from:
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Click here to download high resolution images.

About Integrated Systems Europe:
Launched in 2004, ISE is the world’s largest tradeshow for the professional AV and electronic systems industry. ISE 2020 will take place from 11-14 February 2020 and is expected to draw over 1,300 exhibitors and more than 80,000 registered attendees to its Amsterdam RAI location. The event is a joint venture of the Audiovisual and Integrated Experience Association (AVIXA) and the Custom Electronic Design and Installation Association (CEDIA). For further information, please visit: www.iseurope.org.

About AVIXA:
AVIXA™ is the Audiovisual and Integrated Experience Association, producer of InfoComm trade shows around the world, co-owner of Integrated Systems Europe, and the international trade association representing the audiovisual industry. Established in 1939, AVIXA has more than 11,400 enterprise and individual members, including manufacturers, systems integrators, dealers and distributors, consultants, programmers, live events companies, technology managers, content producers, and multimedia professionals from more than 80 countries. AVIXA members create integrated AV experiences that deliver outcomes for end users. AVIXA is a hub for professional collaboration, information, and community, and is the leading resource for AV standards, certification, training, market intelligence, and thought leadership. Visit avixa.org.

About CEDIA™:
CEDIA is the international trade association and central touch point for 3,700 member companies who design, manufacture, and install technology for the home. CEDIA is committed to helping members at every level set a pathway to prosperity by offering industry-leading education, training, and certification; delivering market intelligence through proprietary research; providing opportunities to foster community within the channel, and cultivating awareness with industry partners and consumers. CEDIA founded the largest annual residential technology show, now in its 30th year, and co-owns Integrated Systems Europe, the world's largest AV and systems integration exhibition. CEDIA members deliver technology solutions that allow people to have
their best moments in life from the comfort of their own home. Life Lived Best at Home. To learn more about CEDIA, visit [www.cedia.net](http://www.cedia.net).