



ISE Live & Online: ISE Digital Preview

MUNICH, 27 MAY 2021: With just a few days to go until ISE Digital (1-2 June) starts livestreaming, browse through the agenda of this compelling festival of content at <https://digital.iseurope.org>

ISE Live & Online is the first live/hybrid event produced by Integrated Systems Events for over 12 months. The digital offering and live event in Barcelona will combine to provide unique focal points for the systems integration business, reuniting the professional AV community and helping reenergise the global marketplace.

ISE Digital, produced live from the Fira venue for two days, will showcase business thought leadership and technological innovation presented via a compelling online Cisco-powered online platform and in collaboration with The Next Web (TNW). The central themes running through over 160 sessions are ‘recovery and realignment’. Over the course of two days, ISE Digital will provide a business roadmap for the future via a range of live and VOD content streams.

It’s a unique hybrid combination. Mike Blackman, Managing Director of Integrated Systems Events explains: “Our industry has shown immense resilience and innovation over the last 12 months in an incomparably tough year. We have also been on a similar journey and **ISE Digital** is our response – a blend of physical and digital content providing a fascinating insight into market trends, transformation and innovations which will support a new roadmap for a new era.”

“I’m delighted to announce a fascinating programme of livestreamed and on-demand sessions in collaboration with our partner, TNW. ISE Digital will be livestreaming from 12:30 (CET) on 1 and 2 June.”

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MAIN STAGE:

Your lead host at ISE Digital will be **Anouk Vleugels**, Publisher at The Next Web and a self-proclaimed Digital Centaur Evangelist. As a creative tech enthusiast and seasoned journalist, Anouk has her finger on the pulse of innovation and will be joined by co-hosts **Már Måsson Maack**, Editor of Growth Quarters at TNW and **Callum Booth**, Editor of Plugged at TNW.

They will present sessions from the Main Stage in Barcelona, which runs concurrently with ISE Digital, from a specially created virtual studio.

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Paving the way forward – A roadmap to success from the Main Stage

An intriguing programme of live and digital content curated with **TNW, AVIXA, CEDIA** and ISE exhibitors and partners to provide you with tools to navigate out of the pandemic, mixing live action from Barcelona with the ISE Digital agenda.

Keynote Speakers

- **1 June: On the Sofa with Ventura Barba**, CEO of the Sónar Festival.
Tackling the tech trends you need to have on your radar and why, Ventura will explore how technology has accelerated and what's on the backburner over the last 12 months.
- **2 June: Sustainability Accelerated. On the Sofa with Tom Raftery**, Global VP, Futurist & Innovation Evangelist at SAP. Sustainability is at the top of the global agenda and modern society is increasingly concerned with sustainability initiatives. Takeaways will include advice on what is the perfect destination for a sustainable business.

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Reporter Roundtables curated by TNW - These lively panel discussions include:

- **1 June: 'Marketing Tactics in an Online World'**. Rebecca Roth, Social Media Specialist & Imaging Coordinator at NASA's Goddard Space Flight Center and Genia Shipova, CMO at Dailymotion talk digital marketing tactics.
- **2 June: 'What's Your Purpose?'** Alice K. Steenland, Chief Sustainability Officer, Dassault Systèmes and Guillem Gallego, CMO, Desigual in a peer-to-peer knowledge exchange on how to position your brand and service in a post pandemic world.

Episodes exploring key areas with a selection of insightful keynotes and panel discussions.

1 June:

- **KNX - The Future of Home /Building Automation.** KNX enables a broad range of home/building automation devices to communicate with each other and with other automation systems. From this super-perspective, KNX will discuss the future of home/building automation.
- **Shure - The Power of Collaboration.** Shure and Stem join forces to create the next generation of AV conferencing ecosystems
- **Sennheiser - The Importance of AV in Education and Outlook on Hybrid Teaching.** Stephen Dishon, AV specialist of the University of Edinburgh, shares how he tackled the challenges involved – and how he built a a proof-of-concept room in a snap...
- **Lenovo - The Path Forward to a Better working Future.** What does the next normal look like? Companies must adapt their technology stack to foster collaboration and effectiveness. Disruptive technologies like AI, Edge, Cloud and more are here. Join this lively discussion with Lenovo's Marc Godin of Lenovo.

- **Logitech - The Future of Video Collaboration.** Join Bracken Darrell, CEO of Logitech, Zoom Founder and CEO, Eric Yuan, followed by Logitech GM of Video Collaboration Scott Wharton and Microsoft VP of Product and Services Mark Linton, as these leaders discuss the future of video collaboration.
- **CISCO - Solving the Hybrid Workplace.** When you return to the office, things will be different. Hear how smart devices with space booking, digital signage, wayfinding and IoT sensors can help you move forward.

2 June:

- **KNX - Solving Today's Energy Management Issues.** Panel discussion exploring the possibilities to create a more sustainable world, with case studies from the Red Cross and an energy management project in Finland.
- **HDBaseT Alliance - Workspace Planning.** In association with AV Magazine. Join Clive Couldwell, Group Editor at AV Magazine, and guests as they discuss how companies are investing in network infrastructures and hybrid workplace-safe technologies.
- **Telelogos - Digital Signage – Moving from AV to IT to Leverage the Power of Data.** With testimonies from Nedbank, SAP and Philips.

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Startup Nation – speed pitches from the most exciting start-up talent. ACCIÓ is partnering with ISE and TNW to produce three Startup Nation sessions, highlighting regional entrepreneurial start up talent. A must see for investors!

1 June: Start ups from the Smart Cities and Gaming sectors

2 June: Start ups from the world of XR

Branded Content Hubs

Here you can interact with key industry brands and find out what's new from companies including: Aopen, Artome, Cisco, Daktronics, Datapath, GIRA, Jabra, Logitech, MA Lighting, Netgear, Newline Interactive, NewTek.

Product Innovation Channel

Demonstrations of the latest solutions being launched by our exhibitors and partners, including product showcases. It's where you can interact with key industry brands and find out what's new from companies such including Aopen, Artome, Cisco, Daktronics, Datapath, GIRA, Jabra, Logitech, MA Lighting, Netgear, Newline Interactive, NewTek. Visit [ISE Digital](#) to explore the full spectrum of exciting brands featured on the Product Innovation Channel. Watch live and interact via the chat function. Visit the ISE website for the latest [exhibitor updates](#) and features.

Technology Channels

Livestreamed and on-demand content organised into six technology-themed areas. Each channel contains an overview of the market from a topic expert, plus contributions from leading solutions providers.

- **Smart Building** – sponsored by **KNX**. With a tech talk by Smart Building Conference chair Bob Snyder
- **Live Events & Audio** – sponsored by **MA Lighting**. With a tech talk by Stew Hume, Editor of TPi magazine and AGORA conference chair.
- **Workspace Evolution** – sponsored by **Lenovo**. With a tech talk by Clive Cauldwell Group Editor at AV Magazine, to introduce the channel.
- **Digital Learning** – sponsored by **Sennheiser**. With a tech talk by Gill Ferrell, Digital Learning Summit chair, Relationship Manager at EUNIS and Europe Program Director for IMS Global Learning Consortium.
- **Digital Signage** – sponsored by **Vivitek**. With a tech talk by Managing Director of invidis consulting and Digital Signage Summit chair Florian Rotberg
- **XR in Today's Reality** – Introduced with a Tech Talk by futurist, author and XR Summit chair Amelia Kallman

Student Zone

Curated by AVIXA and CEDIA, this hub is for students and career-changers who want to find out more about a rewarding future in pro AV systems integration and residential technologies. There are hundreds and hundreds of different career opportunities, so if you are a rising professional or a student curious about the AV, Smart Home or Technology industries, this is the place for you.

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AVIXA will be providing valuable education content, free of charge, in Spanish, Italian, French, and English available on the AVIXA Hub. You can also catch AVIXA on the mainstage:

- **1 June: Global Pro AV Outlook: Charting a Path Out of the Pandemic.** AVIXA's analysis of global AV solution areas and vertical markets will give you a competitive edge and the data needed to steer business growth.
- **2 June: Regional Pro AV Trends: A Deeper Dive.** Follow-on from Global Pro AV Outlook, AVIXA Market Intelligence takes a deeper dive into specific geographic markets to help AV leaders navigate Western Europe, Latin America and Spanish markets.

CEDIA will be looking at the key issues facing the future of residential automation. CEDIA will be running two panel discussion in the CEDIA HUB: Climate Emergency Panel and Developer, Designer, Architect Panel. Plus, live on the main stage.

- **1 June: Recovery: Navigating the Post-Pandemic Landscape.** CEDIA explores how the pandemic has affected supply chains and how to mitigate these impacts; the explosion of media offerings for the home and what the integrator needs to know to be able to deliver the best experience to the client; and how an integrator can take advantage of wellness, sustainability, and assisted living.
- **2 June: The Integrator of 2025: What's Next?** Based on a new CEDIA white paper, Panellists discuss the four segments of critical importance to the occupants of a residence – Presence, Comfort, Safety, Sustainability; holistic design and why it is so critical for

integrators to learn how these segments will change in the next few years; and what specific skills are going to be most helpful to integrators.

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NETWORKING ON ISE DIGITAL:

ISE Business Brokerage Service

Available to users through the ACCIO b2match app, the B2B brokerage service scheduling tool bridges the gap by connecting individuals and companies with specific products or services. Pre-scheduled 30-minute meetings can be held either in person alongside ISE Live & Online Barcelona (1-2 June) or online (3- 4 June).

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Closing Day 1 with a Memorable Performance – 1 June, 18:00 (CET)

1 June at 16:55 (CET). Get ready for a one-of-a-kind performance which will see Artist and Creative Technologist, Alba G Corral combine art, technology and music. Alba will be performing her AV Generative Graphics Performance in real-time from the Main Stage at ISE @ Barcelona, which will be livestreamed to ISE Digital.

Visit ISE Digital to start building your own experience <https://digital.iseurope.org/>

ISE Digital goes live at 12:30 CET on Tuesday 1 June. Registration is free, quick, and simple: <https://www.iseurope.org/register.php?actioncode=LIVEMAY4>

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About Integrated Systems Events:

Integrated Systems Events organises, manages and develops leading business-to-business events for the professional audiovisual, electronic systems integration and IT industries. Integrated Systems Events is a joint venture of the AVIXA and CEDIA trade associations. Its flagship event, Integrated Systems Europe, is the best-attended AV trade show anywhere in the world. After many successful years in Amsterdam, ISE is moving to the more spacious Fira de Barcelona in 2021. Integrated Systems Events produces conferences that take place at Integrated Systems Europe and elsewhere, bringing together thought leaders and experts from around the world. These events include the Smart Building Conference, the Digital Signage Summit conference series (produced in association with invidis consulting), Integrated Systems Russia (produced in association with MidExpo), XR Summit (covering virtual, augmented and mixed reality), Digital Cinema Summit (in association with Digital Cinema Report), Hospitality Tech Summit (in association with HTNG) and the Control Rooms Summit (in association with ICCRA). Visit www.isevents.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 20,000 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 global trade association and central touch point for companies that design, manufacture, and integrate technology for the home. With a keen focus on education, workforce development, and industry standards, CEDIA continues to build on its more than 30-year legacy as the industry leader in delivering the resources that set members on a pathway to prosperity. CEDIA delivers market intelligence through proprietary research, fosters community within the channel, and cultivates awareness with industry partners, consumers, and connected stakeholders. CEDIA co-owns Integrated Systems Europe, the world's largest AV and systems integration exhibition, and founded CEDIA Expo, the world's largest annual residential technology show. Over 3,900 global CEDIA member companies deliver technology solutions that allow families to experience the 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.