Press Release – for immediate release

Making Deeper Connections at ISE 2020

Visitor registration opens; exciting new features; most conferences ever; Opening Address confirmed

AMSTERDAM, 1 OCTOBER 2019: Visitor registration opens today for ISE 2020, which is set to be the most compelling Integrated Systems Europe show ever. Taking place at the RAI Amsterdam on 11-14 February 2020, ISE is the world's leading event for the professional systems integration channel and end-users of AV technologies and solutions.

Attendees with an invitation code can register for the exhibition free of charge; these are available from exhibitors and also distributed on official ISE media. Registration is at the ISE website www.iseurope.org, which has been fully updated with the latest ISE 2020 information.

Mike Blackman, Managing Director of Integrated Systems Events, commented: "As the meeting-place for this global industry, ISE 2020 promises innovative new solutions, exciting show features, enriching learning opportunities and unbeatable networking opportunities. ISE is all about Making Deeper Connections – with people, with technologies and with the industry as a whole."

Renowned for its world-class speakers, the Opening Address will take place in the RAI Forum on Monday 10 February, the evening before the exhibition opens. The Address will be given by Duncan Wardle, formerly Head of Innovation and Creativity at Disney, who specialises in helping companies release the creativity within their workforces. Among his blue-chip clients are brands such as Apple, Coca-Cola, Ford and McKinsey.

Attendees are invited to 'Learn. Discover. Be Inspired' with ISE 2020's unsurpassed programme of conferences and professional development sessions, spearheaded by

AVIXA and CEDIA, ISE's co-owning trade associations. The programme encompasses the widest range of technologies and vertical market sectors ever offered at ISE.

AVIXA is hosting two highly regarded half-day conferences: the AVIXA Higher Ed AV Conference, produced in association with SCHOMS and EUNIS; and the AVIXA Enterprise AV Conference, produced in association with AV User Group.

"At ISE 2020, AVIXA's education programme will explore where the AV industry is heading by revealing growth opportunities, technology trends, and emerging markets," said AVIXA Chief Executive Officer Dave Labuskes, CTS, CAE, RCDD. "For one week in one city, ISE brings together thousands of AV professionals – from individuals beginning their careers to industry experts – to learn from each other to continue to push the industry forward."

CEDIA will be offering a four-day professional development programme featuring numerous subject experts. Commencing with its new Cybersecurity Workshop at the Hotel Okura, the association will host a full set of paid-for education sessions in the Elicium building; attendees can once again take advantage of an All Access Pass.

In addition, ISE 2020 sees the launch of the CEDIA Design & Build Conference, aimed at architects, interior designers and other design & build professionals in the residential space.

Tabatha O'Connor, CEDIA Global President and CEO, commented: "At ISE 2020, we're bringing a whole host of new initiatives to make CEDIA education and training more accessible than ever before. Not only is ISE the perfect destination to enhance industry knowledge, but it is the perfect meeting point to connect with new and existing CEDIA Members, and to discover the global trends likely to impact upon our residential industry. We're looking forward to returning to Amsterdam in February for another inspiring show."

Reflecting the show's increasing relevance to end-users of AV technology, the ISE 2020 conference programme is more extensive than ever, with no fewer than 13 events taking place across the week of the show. All the conferences held at ISE 2019 will return, while new for 2020 is the Control Rooms Summit ISE, produced in association with the International Critical Control Rooms Association.

Other confirmed show features include:
- The ISE Main Stage, which will offer free-to-attend high-level thought leadership sessions produced by ISE, AVIXA, CEDIA and AV Magazine. It will relocate to Hall 14 for ISE 2020
- Hall 14's new Innovation Zone, highlighting young companies with cutting-edge solutions
- A projection mapping extravaganza on the RAI complex
- The Inavation Awards, which is moving to the centrally located Beurs van Berlage

- ISE's Stand Design Awards, independently organised by EXHIBITOR magazine and judged by an international panel of experts.

Ends

NOTES FOR EDITORS

1. The following events will take place at the Hotel Okura, a few minutes from the RAI:
   - Monday 10 February: Smart Building Conference ISE, CEDIA Cybersecurity Workshop
   - Tuesday 11 February: Control Rooms Summit ISE, XR Summit ISE
   - Wednesday 12 February: Digital Signage Summit ISE, Digital Cinema Summit ISE
   - Thursday 13 February: CEDIA Design & Build Conference, Hospitality Technology Summit ISE by HTNG
   - Friday 14 February: attractionsTECH by blooloop

2. These conferences will be held at the RAI:
   - Monday 10 February: AudioForum (produced by Connessioni)
   - Tuesday 11 February: AVIXA Higher Ed AV Conference
   - Wednesday 12 February: AVIXA Enterprise AV Conference
   - Thursday 13 February: AGORA (stadium technology conference from MONDO | STADIA)

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 tradeshows 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 5,400 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 the leading resource for AV standards, certification, training, market intelligence and thought leadership. Additional information is available at 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.