



Press Release – for immediate release

Visitor registration opens for biggest-ever ISE show

Increased floor space, an additional venue and an expanded conference programme guarantee the most exciting ISE so far

AMSTERDAM, 8 OCTOBER 2018: Integrated Systems Europe has announced that visitor registration for ISE 2019 is now open. The show, which takes place at the RAI Amsterdam on 5-8 February 2019, features more exhibition space and a bigger conference programme than ever before. It is expected to draw numbers in excess of 2018's totals of 80,923 registered attendees and 1,296 exhibitors.

In response to the growing demand for exhibition space at the RAI Amsterdam, ISE 2019 will feature an extended Hall 5, approximately one-third larger than previously. In addition, ISE is spreading beyond the RAI by hosting a range of new and established conferences at the nearby five-star Hotel Okura.

ISE attendees will also be able to utilise the newly opened Metro line 52, which carries passengers from Amsterdam Centraal to a new Europaplein station, just in front of the RAI, in only eight minutes.

Mike Blackman, Integrated Systems Events Managing Director, commented: "The extension of Hall 5 and the opening of the new Metro station adjacent to the RAI Amsterdam will all contribute to the delivery of a great ISE experience to increased numbers of attendees and exhibitors."

Leading trade associations and ISE co-owners AVIXA and CEDIA are building on the success of previous ISE shows by offering informative and thought-provoking content aimed at members and non-members alike.

AVIXA will host half-day 'What's Next' conferences on the Tuesday and Wednesday afternoons. These will explore AV integrated experiences in higher education and

enterprise environments respectively. AVIXA will also be hosting free 20-minute FlashTrack education sessions at its stand.

“AVIXA’s education programme for ISE will explore the trends at the forefront of contemporary AV design,” said AVIXA CEO David Labuskes. “We’ve partnered with esteemed organisations SCHOMS, EUNIS and the AV User Group to arm AV professionals with the insight needed to elevate their performance in the marketplace.”

CEDIA will present a full programme of professional development sessions. An All Access Pass will allow attendees to visit as many sessions as they wish. In addition, the association will host a series of CEDIA Talks at its stand, covering key issues in the residential installation market.

Tabatha O’Connor, CEDIA Global President and CEO, commented: “With a substantial education programme from CEDIA, complete with a brand-new Home Cinema Design Workshop, core training sessions and our popular CEDIA Talks, there will be something for everyone at the show. We’re so proud to be co-owners and look forward to returning to Amsterdam for ISE 2019.”

These offerings from AVIXA and CEDIA will form part of a wide range of professional development, education and thought leadership opportunities, promoted under the tagline ‘Learn, Discover, Be Inspired’.

The biggest-ever ISE conference programme reflects the show’s increasing segmentation into vertical markets and a desire to meet the information needs of increasing numbers of end-user visitors.

Five of these conferences will be held at the Okura. New for ISE 2019 will be the Digital Cinema Summit ISE and AttractionsTECH by blooloop. Plus, there will be the debut of HTNG Insight Summit ISE which will focus on hotel and hospitality technology. Making their return will be XR Summit ISE and Digital Signage Summit ISE.

Conferences will also take place at the RAI. Monday 4 February will see the Smart Building Conference, which for 2019 takes as its theme ‘Making Smart Buildings, Making Buildings Smart’. Also on this day will be Audio Forum, organised by Italian media brand Connessioni. New for 2019 will be AGORA, presented by MONDO | STADIA - a conference focussing on stadium and sporting venue technology, with expert panels, case studies and keynote speakers from the industry.

A further innovation for ISE 2019 will be the Main Stage. Located in Hall 8 and designed and managed by ISE partner improve, this will feature thought-leadership content presented by ISE, AVIXA, CEDIA and AV Magazine, as well as hosting networking events.

The popular InAVation Awards, powered by ISE, will once again take place on the evening of the first day of the show. Companies can still enter into the competition.

In addition to visitor registration, the updated show website allows attendees to book their flights and hotel accommodation through ISE's travel partners.

Ends

Additional information is available from:

Joe Hosken, Director of Content and Communications, Integrated Systems Events:
jhosken@iseurope.org

About Integrated Systems Europe:

Launched in 2004, ISE is the world's largest tradeshow for the professional AV and electronic systems industry. ISE 2019 will take place from 5-8 February 2019, 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 29th 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.