Integrated Systems Europe

Press Release – for immediate release

nhow Amsterdam RAI provides the canvas for ISE projection mapping

ISE, RAI, LANG, Panasonic and Green Hippo combine to light up new hotel

AMSTERDAM, 10 JANUARY 2019: Integrated Systems Events and the RAI Amsterdam are combining to produce an exciting projection mapping display onto the façade of the brand new nhow Amsterdam RAI hotel, adjacent to the exhibition and conference centre.

The eye-catching 25-storey, 650 room hotel has been developed by real estate developers COD and Being Development, NH Hotel Group and architects OMA, following a tender process initiated by the City of Amsterdam and the RAI in 2014.

Specially created content will be projected onto the nhow Amsterdam RAI Hotel from 15.00 - 20.00 each day throughout the week of the ISE show. The projection mapping showcase will be delivered by ISE 2019 Technology Partner and media server and digital display specialist Green Hippo, working alongside hire and production experts LANG, a long-term ISE Platinum Sponsor and Technology Partner. ISE Technology Partner Panasonic is supplying the projectors.

The daily display will demonstrate the latest in projection mapping technology and include live feeds from the ISE show floor.

Content for the presentation is being created by 3D-mapping specialist Tenfeet working in collaboration with Green Hippo. This content will be focused on the concept of diversity as well as on the construction and design inspiration behind the nhow hotel, showcasing popular media manipulation and projection techniques.

Technical planning and implementation of this unique project is being managed by LANG. Its primary challenge is to transform the glass façade of the nhow Amsterdam RAI into a projection surface that can support projection mapping. Working with ProDisplay, a specialist in innovative display solutions, the solution is to implement a

complete 'foiling' of the glass interior of the hotel. For projection, LANG will use 14 Panasonic PT-RZ31K projectors, providing around 400,000 lumens. Using Hippotizer V4+ Media Servers Green Hippo's 3D mapping applications will be used to map live data visualisations, custom content and perspective mapping onto the hotel.

Mike Blackman, Managing Director of Integrated Systems Events, commented: "This unique showcase brings together the elements that make ISE such a special occasion – the harnessing of state-of-the-art technology with some of the world's finest creative minds and production experts to creative a unique, immersive experience. It's an exciting addition to ISE 2019."

Paul Riemens, CEO RAI Amsterdam, commented: "We are delighted to support this exciting initiative at ISE 2019 together with Being Development, COD, nhow and Pleijsier Bouw. The new nhow Amsterdam RAI will be the canvas for the ISE showcase and is a welcome addition to the 'RAI family' to further enhance the experience of exhibition attendees visiting RAI Amsterdam. This is a fantastic way to introduce the nhow Amsterdam RAI to the city and a prime example of 'connecting'."

Integrated Systems Events is the producer of Integrated Systems Europe, the world's largest Audio Visual and systems integration show. RAI Amsterdam is one of The Netherland's leading exhibition and conference centres.

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Click here to download high resolution images.

RAI Amsterdam
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About Integrated Systems Europe:
Launched in 2004, ISE is the world's largest tradeshow for the professional AV and systems integration industry. ISE 2019 will take place from 5-8 February 2019, and is expected to draw over 1,200 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 RAI Amsterdam:
RAI Amsterdam is an international exhibition and convention organisation. Their specialism is bringing people together to connect and inspire each other. With this in mind RAI focuses on facilitating and organising meaningful encounters. The Convention

Centre in Amsterdam welcomes some 1.5 million visitors a year to consumer and trade exhibitions, conferences, shows and other events. This includes events organised by third parties as well as events which RAI Amsterdam itself owns and organises. The sectors and high value communities served by their own exhibitions also benefit from similar trade shows that they organise abroad. To learn more about RAI Amsterdam, visit: www.rai.nl/en.

About COD / Being Development:
Real estate developers COD and Being Development are developing nhow Amsterdam RAI. Together they have vast experience in (re)developing hotel real estate. COD delivered three hotels in the Greater Amsterdam Region over the past years. In 2015, Motel One on Europaboulevard (320 rooms), Generator on Mauritskade (168 rooms) in 2016 and the Schiphol Hotel for Co-rendon (175 rooms) in 2018. Next to nhow Amsterdam RAI, Being Development´s growing hotel portfolio also includes Yotel Amsterdam (202 rooms) on Asterweg (Amsterdam), and Aloft Utrecht (224 rooms) in the heart of Leidsche Rijn Centrum (Utrecht). Collectively, the teams work through a mutual open, creative and sustainability approach of real estate de-velopment. To learn more about Real estate developers COD, please visit: www.cod.nl. For further information about Being Development, please visit www.beingdevelopment.com.

About NH Hotel Group:
NH Hotel Group is a consolidated trusted operator and one of the leading urban hotel companies in Europe´s business segment with a wide presence in Ameri-ca. The company operates over 350 hotels with almost 55,000 rooms in 28 countries, hosting more than 16 million guests a year across Europe, America and Africa in top destinations such as Berlin, Madrid, Amsterdam, Buenos Aires, Rome, Mexico City, Bogota, Barcelona, and New York. nhow is NH Hotel Group's urban design and lifestyle brand. Every nhow hotel has its own unique character, inspired by the city in which it stands. To learn more about NH Hotel Group, please visit: www.nhhotelgroup.com.

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 27th 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.