



Press Release – for immediate release

Blippar’s Ambarish Mitra to present Opening Address at ISE 2019

Presentation will explore the disruptive impact of augmented reality and artificial intelligence on AV and key verticals

AMSTERDAM, 23 OCTOBER 2018: Integrated Systems Europe has announced that **Ambarish Mitra**, the co-founder and CEO of augmented reality technology company Blippar, will present the **ISE Opening Address** on **4 February 2019**.

Blippar’s mission is to enhance everyday life with augmented reality and computer vision – a field of artificial intelligence. Since 2011, Blippar has been pushing the boundaries of what is possible in AR. It has helped thousands of brands, retailers and agencies use AR/AI across the consumer journey to deepen customer engagement, drive footfall and increase sales.

The company gives access to an AR ecosystem with products and professional services to meet specific business needs – from consultancy to AR creation tools that publish AR content within a client’s own app, or rich media banners with no app required.

Blippar’s technology has been used by world-leading brands such as PepsiCo, Porsche, Nestlé, L’Oréal, GSK, and Procter & Gamble to create exciting and award-winning experiences.

Blippar has been ranked three years running within CNBC’s global ‘Disruptor 50’ list – alongside the likes of Uber, Airbnb, Snapchat and Spotify in 2017 – as well as being named a top Business Innovator by Bloomberg, Most Innovative AR/VR Company by FastCompany in February 2018 and winning Best AR App at Mobile World Congress in 2017.

In the Opening Address at ISE 2019, Ambarish Mitra will discuss how augmented reality and artificial intelligence are disrupting key vertical sectors served by the professional AV industry, and what future developments are likely to bring.

Mitra commented: “Augmented reality is a horizontal disruptor and will have a positive impact on every industry. What we are seeing today is just a glimpse of the potential of this technology. Blippar is at the forefront of this and I look forward to sharing my vision with ISE attendees.”

Ambarish Mitra is a serial entrepreneur who started his tech career in 1997 as a high school drop-out, creating his first tech company around women’s empowerment in India. After moving to London a few years later, he is today an active private investor in the fields of AR, AI, food tech and genomics.

His pioneering work in the field of augmented reality has received wide acclaim. He was Ernst & Young UK Entrepreneur of the Year for 2016, and was appointed as an Ambassador for the GREAT Britain campaign, which promotes British innovation around the world. He was also recognised as a Young Global Leader by the World Economic Forum in 2017.

Mike Blackman, Integrated Systems Europe Managing Director, commented: “We’re greatly looking forward to welcoming Ambarish Mitra to ISE 2019. Augmented reality and artificial intelligence are fast-growing areas with enormous potential. I can’t wait to hear what he has to say about the opportunities these technologies offer to the world of AV systems integration.”

The Opening Address will take place in the Forum of the RAI Amsterdam, shortly after the conclusion of the Smart Building Conference. It will be followed by the ISE Opening Reception. Both events are free to attend.

Ends

Additional information is available from:

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

[Click here](#) to download a portrait image of Ambarish Mitra.

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.