Integrated Systems Europe

Press Release – for immediate release

Immersive Technology Zone powered by Holovis announced for ISE 2017

New feature to showcase cutting edge virtual, augmented and mixed reality

AMSTERDAM, 3 JANUARY 2017: Integrated Systems Europe has announced that a new Immersive Technology Zone will be premiered at ISE 2017. The new feature will be produced and managed by Holovis. Holovis is a world leader in sensory experience design in the entertainment, industrial, and retail sectors.

The ISE Immersive Technology Zone will take the form of a dedicated area within the RAI exhibition centre, located in the Park Foyer at the rear of Hall 8. The space will feature four virtual environments. These will allow visitors to ISE 2017 to explore the various immersive options available, from VR (virtual reality) to AR (augmented reality) and MxR (mixed reality), highlighting how they differ and the business challenges they can help overcome. No pre-booking will be necessary.

Holovis staff will be on hand throughout the show to ensure that attendees will not only be able to experience the features on offer but also get professional insight into how this type of technology is becoming utilised by a growing range of AV businesses. This is being increasingly seen in the areas of product design, workforce training, factory planning and construction.

The environments on display at ISE 2017 will feature content created by the Holovis media and software development teams from within the VR remit. These will include the Near Miss Simulator, a virtual training environment delivering compelling content for those working in high-risk jobs and a Driving Simulator showing the enhanced impact of VR when combined with perfectly synched motion and audio. In addition, an Augmented Reality Zombie game will highlight the interactive networked capabilities of this technology accessible from any personal device while the physical challenge of removing as many balls from a Virtual Ball Pool as possible will demonstrate MxR in action.

Stuart Hetherington, CEO, Holovis, commented: "We design complete solutions that transport guests into alternative realities, whether that's fictional worlds for entertainment

or real situations for R&D or training. We are excited to be partnering with ISE to showcase a complete suite of virtual options, from singular immersive experiences to those that can be shared by a group to inspire end users and show the AV industry how they can support the development of complex set-ups."

Integrated Systems Events MD Mike Blackman said: "We are delighted to be linking with a market leading company such as Holovis on the Immersive Technology Zone. It will showcase how quickly this innovative application of technology is opening up exciting new options and solutions for the AV industry."

Holovis is an experiential designer working within the attractions and enterprise industries to deliver virtual, augmented and mixed reality solutions. These installations are embedded in industrial design studios, theme parks, planetariums, science centres, ride simulators, retail digital media and (big) data rooms. Holovis works on both permanent and mobile applications.Within the attractions space this includes transforming any passive scenario such as queue lines into rich forms of entertainment using Augmented Reality to elevate boredom, support wider eco systems and extend the guest experience to encourage repeat visits.

For enterprise, the company's ground-breaking work has significantly advanced the development of virtual manufacturing, using CAVE environments and HMDs to visualise complex data sets for design, R&D and next-generation collaborative spaces.

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Additional information is available from:
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About Integrated Systems Europe:
Launched in 2004, ISE is the world's largest tradeshow for the professional AV and electronic systems industry. ISE 2017 will take place from 7-10 February 2017, and is expected to draw over 1,100 exhibitors and more than 65,000 registered attendees to its Amsterdam RAI location. The event is a joint venture of the Custom Electronic Design and Installation Association (CEDIA) and InfoComm International®. For further information, please visit: www.iseurope.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.

About InfoComm International®:
InfoComm International is the trade association representing the professional audiovisual and information communications industries. Established in 1939, InfoComm has more than 5,000 members representing over 70,000 AV professionals worldwide, including manufacturers, dealers and distributors, systems integrators, independent consultants, live events companies, content producers, and end users from more than 80 countries. The association's training, certification, and standards programs are the benchmark of excellence for AV professionals, while its market intelligence informs business decisions daily. InfoComm International is the founder of InfoComm, the largest exhibition for AV buyers and sellers worldwide. InfoComm also produces trade shows in Europe, Asia, Latin America, and the Middle East. Find out more at www.infocomm.org.