



PRESS RELEASE - FOR IMMEDIATE RELEASE

Integrated Systems Events embraces a new reality in Amsterdam

ISE and VR Days to cooperate and collaborate

AMSTERDAM, 26 JULY 2017: Integrated Systems Events, the producers of the Integrated Systems Europe exhibition, has announced the start of an official cooperation with the **VR Days Europe** festival which takes place in Amsterdam on **25-27 October 2017**.

VR Days is a unique celebration of Virtual and Augmented content, creativity and production taking place in **five different venues** across the historic city. Now in its third year, VR Days Europe 2017 - *Where Realities Meet* - will be comprised of a mix of events featuring a compelling range of keynotes, sessions, workshops and seminars. VR Days 2016 drew over 3,000 attendees.

Integrated Systems Events will provide content, marketing and organisational support for VR Days Europe. In return, VR Days Europe will produce a new VR Days event at ISE 2018, specifically targeted towards ISE exhibitors and attendees.

For Integrated Systems Events, the agreement with VR Days forms part of its strategic commitment to develop complementary, cutting-edge technology and business events to sit alongside the annual four-day Integrated Systems Europe exhibition. Integrated Systems Events also produces the DSS series of international conferences and the Smart Building Conference.

VR Days Europe Festival Director Benjamin de Wit commented: "Our mission is to unite the VR and AR communities, to inspire creative minds and to drive business forward. I am delighted that we are working with ISE as we complement one another perfectly. Together we are confident that we can develop the event and the brand. A number of the

vertical market sectors we cover are extremely relevant for the AV market-place. There is the potential for a great deal of synergy.”

VR Days Europe 2017 comprises five key components, hosted in five different locations: The **VR Days Europe Conference**, held at the prestigious DeLaMar Theatre, will showcase the leading VR and AR creative professionals in a dedicated one-day conference; **Expert Tracks**, hosted by leading personnel working on content, technology and research, will explore vertical market sectors such as Media, Arts, Entertainment, Healthcare, Education and Enterprise Solutions; the **VRackathon** will see VR experts tackle technical challenges set by companies and organisations; a **CineMart** will feature a jury of VR film and technology leaders who will debate projects looking for finance and distribution; the **Church of VR** will showcase the finest VR content. VR Days Europe will also feature an **exhibition** and the **Halo Awards** which will honour leading AR, VR, and MR projects.

Integrated Systems Events Managing Director Mike Blackman commented: “The use of Augmented and Virtual Reality products and solutions is already playing a significant role in the AV business for both our exhibitors and attendees. There is much to learn and much to get excited about. It’s vital that ISE is able to provide a platform for companies and individuals that are keen to understand the current state-of the-art, what’s available today and what’s coming in the future. VR Days has an unrivalled position to help us deliver this and one that we are proud to be involved with and help to develop.”

Tickets for VR Days Europe are now available online, more detail on www.vrdays.co

Ends

Additional information is available from:

Stefanie Hanel, Director of Marketing, Integrated Systems Events: shanel@iseurope.org
Benjamin de Wit, Festival Director, VR Days Europe: benjamin@vrdays.co
[Click here](#) to download VR Days Europe logo and images from 2016

About Integrated Systems Events:

Integrated Systems Events organises, manages and develops leading business-to-business events for the professional audiovisual, electronic systems integration and IT industries. Integrated Systems Events was established in 2003 as a joint venture of two trade associations CEDIA and InfoComm International, and has grown every year since. With employees engaged in sales, operations, marketing and content development across Europe, we are a truly international company with an international reach. Our flagship event, Integrated Systems Europe, is the best-attended AV trade show anywhere in the world, attracting over 73,000 attendees and almost 1,200 exhibitors to its Amsterdam location every February. The yearly Smart Building Conference brings

together the top thinkers in the residential and commercial “smart” industries. And we continue to expand - with our partner invidis consulting, we host successful Digital Signage Summits in Europe, Russia and Africa.

Visit www.isevents.org.

About VR Days:

VR Days is a foundation based in Amsterdam, The Netherlands. Its mission is to bring together the international Virtual and Augmented reality communities to further develop creativity, collaboration and commerce. Launched in 2015 its annual VR Days Europe Festival in Amsterdam brings together leading exponents of VR, AR and MR at five events, in five different locations around the city. To learn more about VR Days Europe please visit, www.vrdays.co.

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.