



Press Release – for immediate release

ISE 2016 - More than an exhibition

Keynotes, conferences and features enrich the ISE experience

AMSTERDAM, 16 DECEMBER 2015: Integrated Systems Europe (ISE), the largest AV trade show in Europe, will deliver an unprecedented experience for exhibitors and attendees in 2016 through a wide selection of events, conferences and innovative new features around the show. These are scheduled to take place before and during the exhibition that will take place from **9-12 February 2016** at the **RAI, Amsterdam**.

On the day before the show opens visitors can benefit from listening to a host of industry experts and thought leaders at the **Smart Building Conference**, a joint venture between ISE's co-owners InfoComm International and CEDIA. Erik Ubels, Deloitte, Director Information Technology & Workplace Services and Philip Vanhoutte, MD Plantronics are amongst the line-up of experts from across the commercial and residential smart building industry taking part in the conference.

The theme for this year's SBC is 'The Network is the Building'. It will explore how the IP backbone changes the way we work, the way we live, and the new services now possible with today's buildings. Topics covered include building and home control, wayfinding, cabling buildings for the future, the impact of mobile, multi-dwelling units, the Internet of things and audio-over-IP. Bob Snyder, Editor in Chief of Channel Media Europe, will chair the full-day programme on **8 February 2016**.

Also taking place on 8 February is the **Audio Forum** conference. Visitors will have an opportunity to attend the pre-show event presented by one of ISE's media partners Connessioni on the theme 'Theories, Technologies, Legends and Myths about Audio'. **Donato Masci**, an acoustic designer and consultant from Studio Sound Service in Italy, will be one of the first to take the stage alongside qualified audio professionals offering seminars and panels at the full day event.

The Opening Panel Discussion and Opening Reception will take place on the evening of the 8 February at 6pm. It will provide the ideal opportunity for networking over food and drinks and a chance to look ahead to the upcoming show days.

The Sports Venue Integration Summit will be held on the morning of 11 February. Sports Video Group Europe, in conjunction with **RH Consulting**, will explore a day in the life of the contemporary connected stadium. Topics to be covered include new approaches to fan engagement, AV/IT integration, event preparation and temporary overlay.

The second annual **Capital Summit**, on the afternoon of 11 February, will benefit from the likes of leading European financial experts, equity funds and strategic investors, such as the returning panellist Neil MacTaggart of Media Asset Capital. John Bowen of MediaBridge Capital Advisors and John Stiernberg of Stiernberg Consulting will co-moderate the discussion, which aims to bring together AV and IT industry entrepreneurs and executives with financial professionals and business experts from the world of investments, mergers, and acquisitions.

A **highlight** the additional extra show day in 2016 will be the presentation of the **Closing Keynote speaker Dr. Michio Kaku**, one of the world's leading business futurists and scientific figures. Dr Kaku's presentation will take place at 9am, half an hour before the final day of the show opens on **12 February**. Recognised as a leading figure in his field, Dr. Kaku will focus on future trends in technology and commerce.

An exciting first for ISE 2016 is the launch of the **Drone Arena**. Hosted by **Stampede Global**, the new area will welcome leading drone manufacturers, and will deliver a programme of education and practical demonstrations on a daily basis.

Another first will be the launch of the **Dolby Atmos Immersive Theatre**, a collaboration between Arcam; Dolby and Genelec. The theatre will demonstrate the breath-taking audio that can be delivered via the system for music; music videos and movies.

ISE 2016 will also see the addition of a fourth Show Floor Theatre. The **Audio Solutions Theatre** (sponsored by Tannoy), joins the already established Residential Solutions, (sponsored by KNX); Commercial Solutions, (sponsored by KNX) and Unified Communications (sponsored by Crestron) Theatres.

The four **ISE Show Floor Theatres** will provide a unique opportunity for attendees to hear industry experts, consultants and manufacturers present the latest in workflow solutions, case studies, technology innovation and business analysis in an innovative and intimate setting situated in the halls of the RAI. A special focus will be a series of themed **Digital Signage Summit Presents sessions**, taking place daily in the Commercial Solutions Theatres. All sessions in the Show Floor Theatres are free to attend.

In addition to the ISE Show Floor Theatres, **CEDIA** and **InfoComm International** will present an even wider range of courses at ISE 2016. Both associations will offer more of their popular technical and business education, with offers in place for early bird discounts.

More information on keynote speakers and conference programmes can be viewed here: www.iseurope.org

Ends

Additional information is available from:

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[Click here](#) to download a picture of Dr. Michio Kaku

[Click here](#) to download a selection of images from Integrated Systems Europe 2015

About Integrated Systems Europe:

Launched in 2004, ISE is Europe's largest tradeshow for the professional AV and electronic systems industry. ISE 2016 will take place from 9-12 February 2016, and is expected to draw over 1,000 exhibitors and more than 60,000 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 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. CEDIA is the international trade association and central touch point for 3,500 member companies that represents every facet of the ever-evolving technology market. Follow [@CEDIA_EMEA](#) on Twitter, find us on Facebook at www.facebook.com/CEDIA.EMEA, or join the [CEDIA EMEA group](#) on LinkedIn.

About InfoComm International®:

InfoComm International® is the international trade association of the professional audiovisual and information communications industries. Established in 1939, InfoComm has 5,000 members, including manufacturers, systems integrators, dealers and distributors, independent consultants, programmers, rental and staging companies, end-users and multimedia professionals from more than 80 countries. InfoComm International is the leading resource for AV market research and news. Its training and education programs set a standard of excellence for AV professionals. InfoComm International is the founder of InfoComm, the largest annual conference and exhibition for AV buyers and sellers worldwide. InfoComm also produces trade shows in Europe, Latin America, the Middle East and Asia. Additional information is available at www.infocomm.org.