



Press Release – for immediate release

ISE 2017: A catalyst for growth and innovation

Over four days the largest Integrated Systems Europe exhibition so far drew the world's pro AV community to Amsterdam

AMSTERDAM, 15 FEBRUARY 2017: By the time the show closed its doors last Friday, Integrated Systems Europe had proven unequivocally why it is the international destination of choice for AV and systems integration professionals.

ISE 2017 saw 1,192 of the world's leading AV equipment vendors and service suppliers showcase the latest technology for the digital signage, unified communications, audio, smart building, residential and education sectors.

On the show floor the atmosphere was decidedly upbeat. Exhibitors, including 202 making their ISE debuts, were seen increasingly to present their products and solutions in 'real world' scenarios, designed to meet the needs of the increasing numbers of end users visiting the show.

Registered visitor attendees to ISE 2017 were at an all-time high at 73,413. This represents an 11.7% increase over the 2016 edition. Attendees came from 150 different countries, reflecting the show's global reach and influence, while almost 600 registered attendees were from the press and media.

Integrated Systems Events Managing Director Mike Blackman commented on the event's continued success: "We listen to the industry and we listen to our exhibitors. We invest in the show and, importantly, we have the people in place to produce the type of exhibition that they tell us they need. It's a real collaborative effort and I'd like to thank everyone that's been involved."

The exhibition began and ended with two inspirational keynote addresses. These came from award winning architect Ole Scheeren and Cirque du Soleil President and CEO Daniel Lamarre. Both speakers respectively explored how creative thinking and innovative technological development is needed to drive forward architectural design and live event production.

Across 14 halls in the RAI Amsterdam, ISE 2017 delivered four record-breaking days of product launches, press briefings, awards, conferences, seminars and networking opportunities. ISE co-owners CEDIA and InfoComm International produced two packed education programmes for the residential and commercial installation market sectors. These proved to be both their most comprehensive and successful European professional development programmes to date.

“ISE2017 has been the biggest and best year yet for CEDIA. We expanded our education offering and doubled bookings to more than 800,” said Vin Bruno, CEDIA CEO. “ISE 2017 also gave us a great opportunity to connect with so many of our members from around the globe. Our booth was continuously busy especially during the CEDIA Talks. The show was a huge success and we can’t wait for next year.”

Numerous exhibitors used the show to launch hundreds of new products and services and many also took the opportunity to present their exhibition stands in the most innovative and dramatic manner possible. The results were both eye-catching and inspirational.

“It was a fantastic ISE 2017 for InfoComm, but more importantly, it was an industry-affirming show for the AV industry as a whole,” said David Labuskes, CTS, CAE, RCDD, Executive Director and CEO of InfoComm International. “As ISE and all our InfoComm shows worldwide demonstrate, this is a vibrant, growing, global community. We’re committed to being a catalyst for market growth, and this week has shown we’re on the right track.”

ISE 2018 will take place at the RAI Amsterdam from 6-9 February. It will feature one more additional hall to accommodate new business.

Ends

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 2018 will take place from 6-9 February 2018, and is expected to draw over 1,100 exhibitors and more than 73,000 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.