



Press Release – for immediate release

Integrated Systems Europe to debut compelling range of conferences and events

Delivering an expanded, immersive experience in 2018

AMSTERDAM, 30 NOVEMBER 2017: Integrated Systems Europe 2018 will see the premier of a range of new show initiatives designed to make the fifteenth edition of the world's largest AV and systems integration show the most compelling so far.

The move has come as the show organisers Integrated Systems Events and its association co-owners AVIXA and CEDIA, focus on adding ever more value to the ISE experience.

Some of the ISE 2018 debuts include:

Launching on the day before ISE 2018 opens its doors, the **TIDE (Technology. Innovation. Design. Experience.)** conference, produced by AVIXA, is a one day event, which will take place at the Okura Hotel, a few minutes walk from the RAI Amsterdam. TIDE will explore the creative forces and business decisions shaping the AV industry and how businesses can leverage these concepts. The TIDE conference will focus on *Design Thinking for Business*. The conference programme will be applicable to all design professionals, end customers and AV channel delegates.

The **World Masters of Projection Mapping** is a new competition with both the final and awards' presentation occurring during ISE 2018. It is being produced by Amsterdam Light Festival, the RAI Amsterdam and ISE. The attendees will be able to view the finalists artistic 3D-light displays from canal boats sailing direct from the convention centre to the competition location.

The artistic and technical challenge for five shortlisted video artists will be to create a work of video art to be mapped onto the three-dimensional architecture of the futuristic EYE Filmmuseum, to be experienced, uniquely, from multiple viewpoints. Projectors, supplied by Panasonic, will be positioned around the futuristic building on a variety of platforms.

Judging will be led by Amsterdam Light Festival Creative Director Lennart Booijs and will take place on **8 February**. The **winner** will be announced at ISE on **Friday 9 February at 12:30pm** at a special awards showcase event featuring the five finalists. The presentation will feature each of the finalists' video art.

The World Masters of Projection Mapping awards showcase will be preceded by the launch of a new half-day conference. **blooloopLIVE** at ISE will explore how visitor attractions across the world, from theme parks to museums, zoos and heritage sites are increasingly **creating night-time spectaculars**. These live-technology powered events are designed to entertain guests and keep them at an attraction for longer, and range from lanterns to video mapping shows or from fountain displays to full-blown theatrical productions. **blooloopLIVE** will look at the technologies driving this new trend and will focus on hearing from key operators and the AV companies behind the shows.

XR Summit ISE is a one-day B2B strategy conference focused on the Virtual (VR), Augmented (AR) and Mixed Reality (MR) industry. Taking place on Tuesday 6 February in the RAI, it will explore the latest in these technologies, business strategies and solutions, and how they impact and empower the AV business.

XR Summit ISE will deliver an invaluable source of market intelligence and best practice case studies from some of the world's leading XR experts and thought leaders. It will be equally as invaluable for ISE attendees from 'the channel' as for those working in a variety of served vertical market sectors such as, Entertainment, Finance, Construction, Education, Training, Events, Simulation, Digital Signage, Medical, Real Estate and Conferencing.

Reinforcing ISE's commitment to XR technologies and solutions is the launch of a new **XR Technology Zone**. This is a special feature based next to Hall 8 (Park Foyer) to showcase the latest AR, VR and MR technologies and B2B solutions from a range of companies. Central to this new floor space will be an installation from ISE partner Holovis, a leading mixed reality solutions provider for the entertainment, industrial, and retail sectors.

A brand new **Hall 15**, situated at the front of the RAI Amsterdam, is being introduced to meet requests from companies wishing to participate in ISE. The new area will provide over 4,000 sq. metres of additional space. Over 1,200 exhibitors are expected to participate in ISE 2018, including over 180 that are exhibiting for the very first time. Some **First Time Exhibitors** include: Audiologic, Philips Lighting, Cadac, Vitec, Intel Corporation and Clay Paky... among many others.

At ISE 2018, ISE co-owners AVIXA and CEDIA will produce their most comprehensive ISE educational programmes so far. New for 2018 is an easy-to-use **Ticket Shop** available through the ISE website. Attendees can buy a full range of AVIXA or CEDIA passes for individual or groups of sessions. There is also the option to purchase a **Joint Association SuperPass**. This pass gives delegates a chance to attend both AVIXA and

CEDIA education sessions at a single comprehensive price. The holder of the pass will be able to choose as many sessions as they wish to attend.

Mike Blackman, Integrated Systems Events Managing Director, commented: “We are incredibly proud and excited by the new initiatives and features being brought to ISE 2018. They are designed to add value to everyone’s time while at ISE, whether you are an exhibitor or attendee. It will be a truly immersive experience for all.”

Ends

Additional information is available from:

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[Click here](#) to download high resolution images and logos.

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 1,200 exhibitors and more than 75,000 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 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.