



Press Release – for immediate release

ISE confirms its position as the European destination for the global AV industry

The latest technologies and solutions draw record crowds and connect the international AV community

AMSTERDAM, 15 FEBRUARY 2018: The largest and busiest Integrated Systems Europe in its 15-year history drew record numbers of exhibitors and attendees from around the world for four days of business, education and networking at the RAI Amsterdam between 6-9 February.

Throughout 15 halls, visitors experienced a vibrant showcase of the latest AV and systems integration technologies, products and solutions as ISE confirmed its position as the international destination of choice for AV professionals.

The number of **exhibitors** totalled **1,296**, of which 294 were exhibiting at ISE for the first time. Combined, they filled 53,000sqm of exhibition floor space. Floor space already confirmed for ISE 2019 currently stands at 103% of the total booked for ISE 2018.

The number of registered **visitors** by the end of the show had reached **80,923**, an increase of 10.3% on the 2017 edition. Importantly, almost 20,000 visitors attended the last day of the show. On a distinctly positive note, over **30% of the total attendees** were visiting ISE for the **first time**, a key benchmark for exhibitors in their quest to develop new sales leads.

Mike Blackman, Integrated Systems Events Managing Director, commented: “It’s been a great show that has delivered on all fronts. I’m delighted to report that visitor numbers and exhibitor satisfaction have both been very high. On behalf of ISE, I’d like to thank all our attendees, exhibitors, partners and our co-owners AVIXA and CEDIA. This combination has made ISE what it is today and ensures that we are able to build on our successes year on year.”

Highlights of the show included: an Opening Address from architect and inventor Carlo Ratti that explored the evolution of smart building and ‘Senseable Cities’, nine dedicated B2B conferences covering a wide range of AV topics from innovation and design to theme park ‘night-time spectaculars’, a Stand Awards competition, ‘Tech Tours’ to three leading AV installations including the Amsterdam ArenA and five days of professional development programming curated and delivered by AVIXA and CEDIA.

ISE 2018 also saw the debut of the World Masters of Projection Mapping competition, a joint venture between the Amsterdam Light Festival, RAI Amsterdam and ISE. The competition saw leading video artists’ project video artworks onto the EYE Filmmuseum in the centre of the city. The competition culminated in Florian and Michael Quistrebert receiving the winner’s award for their artwork *Stripes 5* on the last day of the show.

Many exhibitors once again used the show as a launchpad for hundreds of new products, technologies and solutions. Technology and business trends included: a growth in IP and the crossover between broadcast and AV; commercially viable virtual, augmented and mixed reality technologies and solutions; the increase of devices for the smart home; the divergence of digital signage with both smart systems and ‘plug and play’ gaining traction; the increase in small pitch LED displays; 4K everywhere; IoT everywhere; the growth of projection mapping; networked audio and the continued progression of the collaboration market.

For both AVIXA and CEDIA, the show provided a unique platform for the associations to reinforce recent initiatives and to cement their key role as providers of exemplary professional development programmes.

Dave Labuskes, CTS, CAE, RCDD, Chief Executive Officer of AVIXA commented: “What a great week here at ISE in Amsterdam. We kicked off the week with our TIDE conference and never stopped learning and connecting with the global AV community. It was very exciting to unveil our new AVIXA brand to the ISE audience and welcome attendees to our vibrant stand. Although the week has come to a close, we’re already looking forward to InfoComm 2018 and our TIDE conference this June in Las Vegas.”

Tabatha O’Connor, CEDIA CEO, commented: “CEDIA has enjoyed a phenomenal ISE 2018. We are so proud to be co-owners of this amazing event. Our training programme featured more than 50 classes, across business and technical topics, and certification examinations that were very well supported by the industry. Meantime, our booth was buzzing with visitors, finding out more about our new strategic plan, meeting friends from the CEDIA community, and making great, new connections. Our exciting programme of CEDIA Talks on the booth also proved extremely popular. We look forward to our own CEDIA event in San Diego this coming September and a spectacular return to Amsterdam for ISE 2019.”

ISE 2019 will be held at the RAI Amsterdam from 5-8 February 2019.

Ends

Additional information is available from:

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

About Integrated Systems Europe:

Launched in 2004, ISE is the world's largest tradeshow for the professional AV and systems integration industry. ISE 2019 will take place from 5-8 February 2019, and is expected to draw over 1,200 exhibitors and more than 80,000 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.