



Press Release – for immediate release

Ole Scheeren and Smart Building Conference to launch ISE 2017

Pre-show events highlight smart building, architectural innovation and education

AMSTERDAM, 30 NOVEMBER 2016: Award winning architect Ole Scheeren will present the Integrated Systems Europe Opening Address on 6 February, less than 24 hours before the show opens its doors. His speech will provide the culmination to an exciting day of events that will include the Smart Building Conference and the launch of extensive educational programmes delivered by leading trade associations CEDIA and InfoComm International. The Official Opening Reception for ISE 2017 will follow the conclusion of Scheeren's speech.

In his Opening Address Scheeren will share his **vision of contemporary architectural and urban development** and explore how technology and architectural design combine to influence the creativity of each discipline. Scheeren is an award winning German architect and principal of "[Buro Ole Scheeren](#)". With offices in Hong Kong, Beijing, Berlin, and Bangkok he is its chief designer and leads the company's strategic development. Previously Scheeren worked with Rem Koolhaas at OMA as a Director and Partner to oversee the projects for Asia.

His current projects include the Guardian Art Center, near the Forbidden City in Beijing, 1500 West Georgia in downtown Vancouver, and MahaNakhon, Bangkok's tallest tower. He has been awarded numerous prizes, including the WAF 2015 World Building of the Year for The Interlace, Singapore, the CTBUH 2013 Best Tall Building award for CCTV and the 2014 inaugural Urban Habitat Award for The Interlace.

As well as setting the scene for ISE 2017, Scheeren will provide the climax to the Smart Building Conference. Each year the one-day summit explores the latest commercial and residential smart building technologies, business strategies, market research and workflow case studies, featuring some of the world's leading smart building experts and thought leaders.

The Smart Building Conference will focus on how the IoT Makes Smart Buildings Even Smarter. Content Chairman Bob Snyder commented: “Tech’s big engines of internet and mobility may be the vehicles of changes - but today their engines are driven by pistons made from the Internet of Things. There are projections that the global market for the Internet of Things in Buildings (BIoT) will grow significantly from €22Bn in 2015 to €70Bn by 2021 - an amazing CAGR of 20.7%. SBC 2017 will explore this unique opportunity and what it can mean for you and your business.”

Confirmed speakers from some of the world’s leading smart building companies include: Aglaia Kong and Kathy Farrington from Google; Bernhard Huessy from nomos system; Claus Lohse from a/c/t/ Beratungs & System; James McHale from Memoori; Matthew Marson from Accenture Connected Space and Paul Foulkes from Echohouse Energy.

At ISE 2017 **CEDIA** and **InfoComm International** will be running their **most comprehensive education and training programmes so far** seen at this exhibition. These will both begin on the pre-show day.

CEDIA will be producing an interactive Home Cinema Design Workshop with Guy Singleton from Imagine This. In addition, there will be three full-day CEDIA courses taking place which will cover: - Rack Building and Wiring Fundamentals with Nick Pidgeon from Visualization; Advanced Residential Networking with Geoff Meads from Presto AV, and Principles of Project Management with Simon Buddle from CEDIA.

InfoComm International will premiere its 2.5 day CTS Prep course with Marcus Yarborough, designed to prepare students for the CTS exam which students will be able to take on-site at the RAI during the show days of ISE 2017. It features test-taking skills designed to boost students’ confidence for an exam that can be taken on site at the RAI Amsterdam.

Integrated Systems Events Managing Director Mike Blackman commented: “We wanted to begin ISE 2017 with a statement of intent - and this combination achieves it perfectly. Our business is based around the design and construction of buildings incorporating the use of the latest products and solutions. Ole Scheeren represents the very best of modern architectural design and our Smart Building Conference will explore the cutting edge of smart building technology and business innovation. Plus, we have ISE’s co-owners providing excellent personal development opportunities for both new and experienced AV professionals. It will be an extremely rewarding day for everyone that attends.”

The **Opening Address**, which will take place in the Forum at 18:00 on 6 February and will be followed by the **Official Opening Reception** in the Forum Lounge until 21:00. Both events are free-to-attend. The Opening Reception will provide complimentary food and beverages for all attendees.

The **Smart Building Conference** will take place in the RAI, Amsterdam on 6 February. For more information go to www.smartbuildingconference.com. Early bird delegate passes are now available.

Ends

Additional information is available from:

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Click here to download the a portrait image of Mr. Ole Scheeren

[Click here](#) to download images from the ISE Photo Gallery

About Integrated Systems Europe:

Launched in 2004, ISE is the world's largest tradeshow for the professional AV and electronic systems industry. ISE 2017 will take place from 7-10 February 2017, and is expected to draw over 1,100 exhibitors and more than 65,000 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.