



**Press Release – for immediate release**

## **Smart Building Conference at ISE 2018**

### ***The best all-around experience***

**AMSTERDAM, 18 DECEMBER 2017:** The Smart Building conference at ISE features some of the leading names working in smart homes, offices, buildings and cities. The one-day summit features 25 experts and thought leaders including: Ger Baron, CTO, City of Amsterdam; Phil Zito, Founder, Building Automation Monthly and Cees Links, GM of Qorvo, Inc. Attendees will also get an opportunity to experience leading smart building vendors using their latest products and solutions at the event, including: KNX, ANIXTER, Spinetix, biamp, HDL, irdeto, lumenradio and SwitchBee.

*Smart Building Conference, 5 February, 09.00-18.00, The Forum and E102*

### **VIP seating for SBC delegates at ISE Opening Address**

Carlo Ratti, the leading architect, engineer, inventor, educator and director at the Massachusetts Institute of Technology (MIT) will present the ISE Opening Address at the close of SBC. All delegates at SBC will get VIP, front-row seating at the 60-minute ISE presentation and Q&A. Ratti will speak on, 'Senseable Cities' and how the increasing deployment of sensors and hand-held electronics is allowing a new approach to the study of the built environment. Ratti was named one of the '50 most influential designers in America' by Fast Company and highlighted in Wired Magazine's 'Smart List: 50 people who will change the world.' Ratti will also participate in SBC's closing roundtable discussion, 'From Smart Buildings to Even Smarter Buildings'.

*ISE Opening Address, 5 February, 18.00-19.00, The Forum*

### **ISE 2018 Opening Reception**

The ISE 2018 Opening Reception will follow on from the Opening Address given by Carlo Ratti. All SBC attendees are welcome to visit the Forum Lounge from 19.00 to enjoy complimentary food and drinks in an ideal setting for networking and planning for the four show days to come.

*ISE 2018 Opening Reception, 5 February, 19.00-21.00*

### **Smart Building Hall**

The day after the Smart Building Conference, ISE 2018 opens with its Smart Building Hall, a category-specific area of the show floor. Hall 9 is dedicated to smart building and features over 300 exhibitors. Visitors to this zone will find manufacturers, suppliers and integrators, covering a range of technologies, including: air conditioning, building control, security systems, heating, ventilation, monitoring, energy management and audio.

*6-9 February, ISE 2018 Hall 9*

### **ISE 2018 Smart Building Tours**

Take the walking tour across ISE 2018 to view the latest developments in smart home, smart office and smart building. Led by industry expert, Bob Snyder, Content Chairman of the Smart Building Conference, this two-hour tour highlights some of the most important solutions with special attention from the exhibitors.

*Registration opens in January*

### **CEDIA Smart Building Solutions Theatre**

Located in Hall 9, the CEDIA Smart Building Solutions Theatre, sponsored by KNX, will feature a wide range of 30-minute presentations from leading manufacturers, consultants, partners and end users. The theatres are designed to provide attendees with the opportunity to experience 'bite-sized' talks given by experts. They showcase cutting-edge project case studies, workflows and technological innovation and solutions. Sessions are free-to-attend and do not need to be pre-booked. Full details can be found on the ISE website.

*6-9 February, Hall 9*

### **Ends**

#### **Additional information is available from:**

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

#### **About Integrated Systems Events:**

Integrated Systems Events organises, manages and develops leading business-to-business events for the professional audiovisual, electronic systems integration and IT industries. Integrated Systems Events was established in 2003 as a joint venture of two trade associations CEDIA and InfoComm International, and has grown every year since. With employees engaged in sales, operations, marketing and content development across Europe, we are a truly international company with an international reach. Our flagship event, Integrated Systems Europe, is the best-attended AV trade show anywhere in the world, attracting over 73,000 attendees and almost 1,200 exhibitors to its

Amsterdam location every February. The yearly Smart Building Conference brings together the top thinkers in the residential and commercial “smart” industries. And we continue to expand - with our partner invidis consulting, we host successful Digital Signage Summits in Europe, America and Russia. Visit [www.isevents.org](http://www.isevents.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](http://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](http://www.cedia.net).