



PRESS RELEASE - FOR IMMEDIATE RELEASE

## VR Days Europe delivers New Realities

### *Amsterdam's VR/AR festival is a springboard for XR at ISE*

**AMSTERDAM, 14 NOVEMBER 2017:** The VR Days Europe festival, which took place in Amsterdam on 25-27 October, exceeded all expectations with record attendance and participation from speakers, attendees and exhibitors.

The three-day event explored the latest **Virtual, Augmented** and **Mixed Reality** content, technology and production techniques being used in entertainment and enterprise businesses - including those closely aligned with AV.

Integrated Systems Events, producers of the Integrated Systems Europe, worked closely with VR Days Europe on the production of this year's festival. ISE's involvement in VR Days Europe is a precursor to the exhibition organiser's commitment to develop 'XR' content and features at ISE 2018.

Mike Blackman, Integrated Systems Events Managing Director commented: "VR Days Europe was a success and one that we are proud to have been involved with. We saw over 600 attendees at the one-day conference and representatives from 47 countries at the festival. Equally as positive was the 42% increase in exhibitors to over 100. For ISE it was great to be involved and to experience the positive energy being generated by this vibrant market sector. It is exciting to think about what we can now prepare to showcase at ISE."

VR Days Europe featured a wide range of events in two Amsterdam locations. The DeLaMar Theatre hosted a one-day conference while the remainder of the festival took place in the Kromhouthal in the north east of the city. In total over 1,700 attendees attended a diverse range of seminars, workshops, start-up presentations, tutorials, keynotes, expert tracks, cinema showcases, an awards ceremony and numerous networking opportunities.

Benjamin de Wit, VR Days Festival Director commented: "I saw many people getting inspired by what they saw and heard. For me this what the festival brings uniquely to this market. It is out of this facilitated, creative environment that attendees can identify new business opportunities and learn new skills. There is so much more on the horizon, both for VR Days Europe and for ISE."

**ISE 2018 will feature a range of exhibition and conference features dedicated to showcasing the latest in Augmented, Virtual and Mixed Reality (XR) products and solutions.**

**A new 300sqm XR Technology Zone** has been located in the Park Foyer, at the rear of Hall 8 in the RAI Amsterdam. The centrepiece of the XR Technology Zone will be provided by Holovis. The company is a world leader in sensory experience design in the entertainment, industrial, and retail sectors.

ISE 2018 will also see the launch of the **XR Summit on 6 February**. This one-day, B2B strategy conference will explore the latest in Virtual, Augmented and Mixed Reality technologies and business strategies. It will be chaired by VR Days Festival Director Benjamin de Wit.

**Ends**

**Additional information is available from:**

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**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, Russia and Africa.

Visit [www.isevents.org](http://www.isevents.org).

**About VR Days:**

VR Days is a foundation based in Amsterdam, The Netherlands. Its mission is to bring together the international Virtual and Augmented reality communities to further develop creativity, collaboration and commerce. Launched in 2015 its annual VR Days Europe Festival in Amsterdam brings together leading exponents of VR, AR and MR at five events, in five different locations around the city. To learn more about VR Days Europe please visit, [www.vrdays.co](http://www.vrdays.co).

**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).