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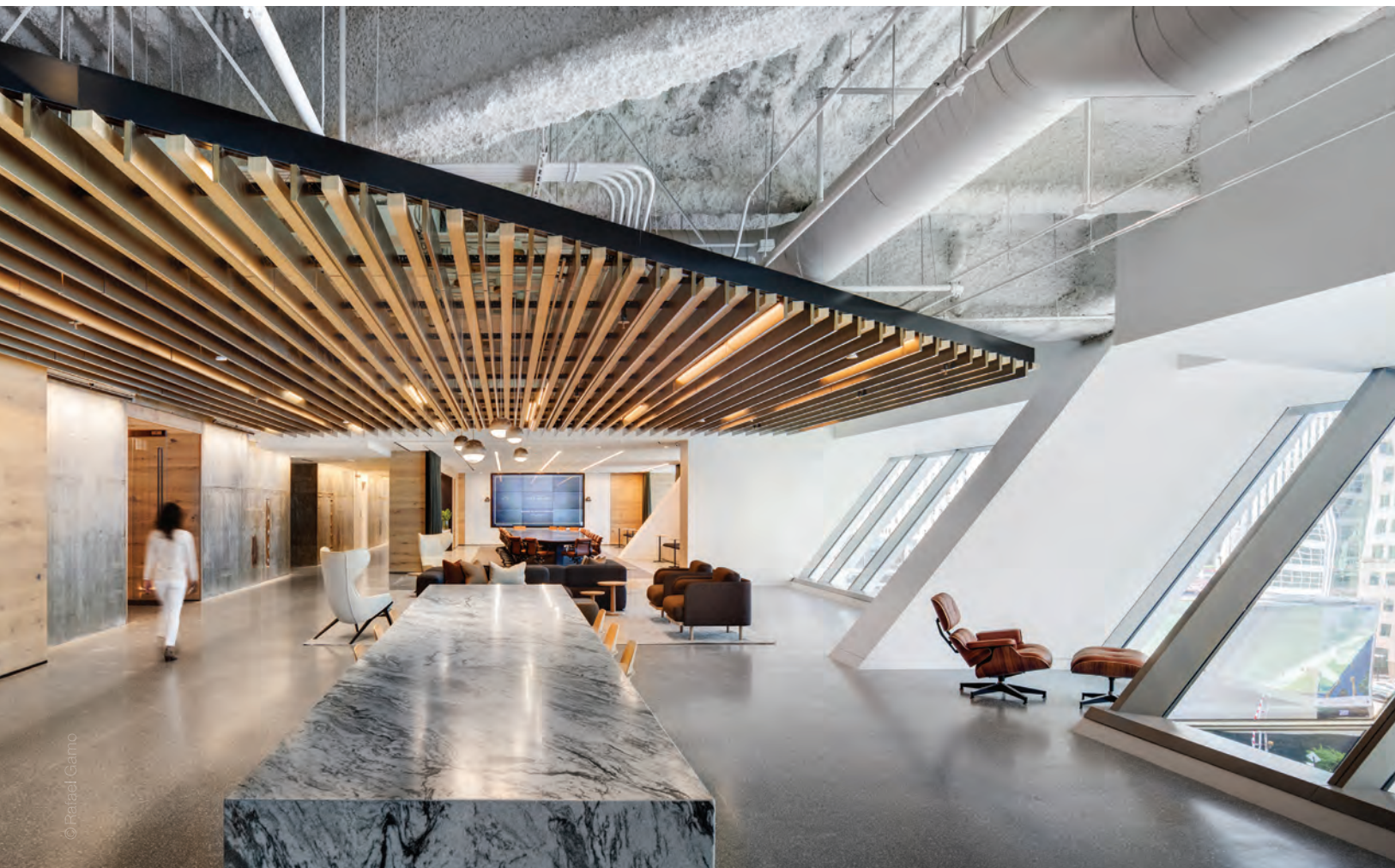
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Trade shows are back!

The desire to meet face to face and get hands-on with new technology is stronger than ever, and ISE 2023 will facilitate this once more, says Mike Blackman, managing director, Integrated Systems Events

In recent months I've travelled to many trade shows and met with several event organisers, and there's been a definite consensus of opinion: trade shows are back with a vengeance! Exhibitors and attendees alike are keen to meet face to face to do business, and to see and touch the latest solutions that the market has to offer.

That's certainly been our experience in the run-up to ISE 2023. We have already surpassed our 2022 show on every metric: as of early December we had over 900 exhibitors in more than 50,000 net square metres of stand space, and attendee registrations in the run-up to the event were building at a faster pace than in 2022.

So how are we working to satisfy this demand from the market? One of our major initiatives for ISE 2023 is based around content production and distribution; a topic that has become increasingly important in the world of pro AV and systems integration in recent years. Hall 6 is where you'll find exciting show features in the Content Production and Distribution Zone, and spread across the halls of the Fira are more than 70 exhibitors offering solutions in this area.

'We have already surpassed our 2022 show on every metric'

Our Opening Keynote also has a content production theme. BK Johannessen, Unreal Engine business director for broadcast and live events at Epic Games, will be talking about how real-time rendering has relevance far beyond the world of games. We have also added the Content Production & Distribution Summit to our conference line-up: the theme is simply 'Creating and Delivering Engaging Content'.

We have another Keynote on Thursday 2 February: Fran Chuan will present the results of ISE's Culture of Innovation 2023 Survey – using the proprietary InnoQuotient tool to gauge just how innovative our industry is.

Our engaging conference programme has been put together by our co-owning associations AVIXA and CEDIA. We have a total of eight conferences, each carefully curated to bring you up to speed with the very latest developments in a specific market, as well as to provide valuable networking opportunities. For the first time, CEDIA is running a three-day Smart Home Technology Conference. There are also free-to-attend Tech Talks sessions in English and in Spanish. Additionally AVIXA is hosting a programme



of free events under the Xchange Live banner on its stand in Hall 3, and CEDIA is presenting free content on the Smart Home Technology Stage in Hall 2.

One of the advantages of the show's Barcelona location is the wonderful opportunity it gives us to collaborate with local and regional partners who are working to enhance the status of Barcelona and Catalonia as a hub for the audiovisual industry. The Barcelona City Council stand and the Catalonia Pavilion, both located in Congress Square, are hosting start-ups and local and regional businesses; ACCIO, the business competitiveness agency of the Generalitat de Catalunya, is an organiser of the Open Innovation Challenge, a B2B matchmaking initiative that takes place at the Catalonia Pavilion. Another important partner is the Catalan AV Cluster, who have helped us with the programme for Tech Talks Español.

Congress Square is very much the 'beating heart' of ISE 2023. There's plenty of things to see and people to meet there: in addition to numerous partners of ISE, it's also where you'll find the Influencer Lounge, a focus for social media content creators and commentators; the Impact Lounge, where you can meet organisations promoting diversity, sustainability and community within our industry; plus the International Media Showcase.

I'm also delighted that we have Audio Demo Rooms on the show floor in Hall 8.0. In this suite of specially constructed rooms tailored to the requirements of each manufacturer, you can experience sound systems in full effect.

We're also very pleased to be sponsoring Llum BCN; a light festival that runs on the evenings of Friday 3 to Sunday 5 February in Barcelona's Poblenou district. Light artists from around the world as well as art and design schools from the city will bring creativity and vibrancy to the streets as they showcase their works.

Finally, we're continuing to work with the organisers of IOT Solutions World Congress, which takes place in Hall 4 during the first three days of ISE 2023. If you're interested in digital transformation, there are great synergies to be explored between IOTSWC's disruptive technologies and ISE's integrated systems.

ISE 2023 promises to be something very special. I look forward to welcoming you to Barcelona.



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Keeping it Unreal

By ISE Daily Staff

BK Johannessen, Unreal Engine business director for broadcast and live events, Epic Games

ISE 2023 keynote speaker BK Johannessen explains more about Unreal Engine, its relevance to the ISE audience and what to expect from his keynote address.

What is Unreal Engine?

It's a super high-performance, real-time 3D rendering engine; it essentially renders very good images very fast and allowing people the ability to interact with large environments. This interactivity has led us to see adoption way beyond the games industry. Importantly for us it's not only a render engine, but also a full creative ecosystem that deals with content creation, covering a breadth of applications with a variety of tools.

Why is Unreal Engine relevant to the systems integration marketplace?

It has great relevance to the marketplace because of its broad range of applications, ranging from broadcast to live events, fixed installations to film production, architecture and automotive. It touches on a range of different markets but it's essentially the same technology.

What are some notable examples of non-game applications of Unreal Engine?

Notable examples include the recent midterm elections in the US, where several of the major networks were heavily utilising Unreal Engine for many of the visualisations and augmented reality. The International 2022, a larger than life tournament for the popular game Dota 2, featured millions of viewers. We also have fixed installations including the AI Wasl Dome featured at the World Expo 2020 Dubai. In addition, we have digital twins like the model of Helsinki simulators that can train fighter pilots and even NASA's astronauts.

How do you see the content, production and distribution space developing over the next few years?

Obviously, distribution has changed quite dramatically, especially when it comes to linear content. For sure that's a trend that will keep going, but I think we'll see an enormous change when it comes to the content production side, which is an area we're heavily focused on.

It's one thing to have amazing render technology, but we also need to be able to create high-quality content, which is expensive and takes time. I think we'll see a lot of changes when it comes to the creation side of content, where again, real time offers so many benefits, including collaboration and faster iteration times.



'ISE is an amazing venue for Unreal Engine and Epic Games because it covers so many different verticals, all of which have relevance'

Among the ISE audience, who would you see as potential users of Unreal Engine?

ISE is an amazing venue for Unreal Engine and Epic Games because it covers so many different verticals, all of which have relevance. There is a need for real time; it benefits every industry, whether or not you are using advantages such as introducing interactivity in an experience. You can also benefit within a traditional content production pipeline where real time offers much faster rendering times, and much more opportunity to iterate and collaborate.

Finally, what can attendees expect from your keynote address?

I hope to put on a good show! I'll be giving examples and inspiration from different industries that have adopted Unreal Engine. I'll also share some success stories and dig a little deeper into why real time offers benefits and what those benefits are. I'll also be discussing optimising content creation and what kind of resources are available out there.

BK Johannessen's keynote 'All Paths Lead to Real Time', takes place at 17:15 on Tuesday 31 January in the Conference Suite CC4.1.



New Blackmagic Studio Camera!

The ultimate live production camera in a revolutionary all-in-one design!

Introducing the world's most advanced self contained studio camera! Blackmagic Studio Cameras have the same features as large studio cameras, miniaturized into a single compact and portable design. Advanced features include talkback, tally, camera control, built in color corrector, Blackmagic RAW recording to USB disks and much more! You can even add a focus and zoom demand for lens control!

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The amazing 4K sensor combined with Blackmagic generation 5 color science gives you the same imaging technology used in digital film cameras. Plus, when combined with the built in color corrector you get much better images than simple broadcast cameras. The color corrector can even be controlled from the switcher. The resolution of 4096 x 2160 allows both HD and Ultra HD work.

Powerful Broadcast Connections

Blackmagic Studio Cameras have lots of connections for connecting to both consumer and broadcast equipment. All models feature HDMI with tally, camera control and record trigger, so are perfect for ATEM Mini switchers! The advanced Blackmagic Studio Camera 4K Pro model is designed for broadcast workflows so has 12G-SDI, 10GBASE-T Ethernet, talkback and balanced XLR audio inputs.

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The Blackmagic Studio Camera features a high speed USB-C expansion port that allows you to record to external disks or connect accessories. Plug in an external USB flash disk and the camera can record high quality 12-bit Blackmagic RAW files for later editing and color correction. Plus the files are small and fast, so editing responsiveness is incredible!

**Blackmagic Studio
Camera 4K Plus €1275**

**Blackmagic Studio
Camera 4K Pro €1755**



Rethinking the conference experience

By David Davies



Pam Taggart,
vice president
of content
creation, AVIXA

Visitors to ISE 2023 can expect no shortage of enticing options when it comes to the conference programme; from brand new events to returning favourites, as well as an increased emphasis on networking aimed at enhancing intra-industry conversations about important business topics and the development of new solutions.

The second show in Barcelona also marks a distinct change behind the scenes, as Pam Taggart – vice president of content creation at ISE co-owner AVIXA – reveals: “In 2023, AVIXA will take over the back-end production effort for a large portion of the ISE conferences and expand the already extensive programme even further with new content and sessions. So, brand new for 2023 will be the Content Production & Distribution Summit happening on the first day of the show [31 January]. The summit is addressing the increased need for quality production and streaming, broadcast and narrowcast that enterprise customers now find is part of their remit in the post-Covid world, and how to implement that.”

‘AVIXA’s strategy for producing the ISE conferences in 2023 is to provide attendees with all the key pieces they need to go forth and do business better’

Also new for 2023 is the Tech Talk series of free-to-attend daily sessions that deal with pressing industry topics; to be presented in Spanish in the morning and English in the afternoon. The Tech Talks are intended to provide “a place where attendees can get bite-sized learning on topics that are specifically impactful to their business. AVIXA built the programme by compiling the feedback, market research and hot topics that it has gathered over the past months that are top of mind in the industry, and then selecting some of the best to bring to the programme,” says Taggart.

Topics in the series are set to range from technology changes that might enable fresh



revenue streams for integrators, to spatial audio, sustainability, gaming engines and macro-economic trends impacting the industry.

Meanwhile, many of the landmark ISE conferences will also take place, now produced by AVIXA in co-operation with its conference partners. Returning events include Smart Building Conference, Digital Signage Summit, Control Rooms Summit, Education Technology Summit, Smart Workplace Summit and the Live Events Summit.

“In all cases,” says Taggart, “we’ve re-thought the conference experience to add more purposeful networking and tours onto the show floor to provide attendees with the well-rounded experience they need to put new insights into action.”

Enabling business success

Indeed, it is clear that the conference programme as a whole will reflect an enhanced emphasis on converting ideas and conversations into business success. “AVIXA’s strategy for producing the ISE conferences in 2023 is to provide attendees with all the key pieces they need to go forth and do business better,” says Taggart. “We intend to do that with this recipe: thought leadership on the stage, networking within the room and tours on the show floor. This provides the key ingredients attendees need to get the most value out of their show attendance. [For instance] they can obtain new ideas for revenue streams or new use cases and solutions, build the network that can help make it happen, or meet that new customer that has that use case; and then put hands on the tech that makes it possible.”

AVIXA is also keen to encourage the co-operative evolution of solutions to address the industry’s current challenges; from workforce development and DEI (diversity, equity and inclusion) to sustainability. Finding answers, says Taggart, “happens through conversation, debate and the community coming together to share resources and brainstorm, and that is what we’ll be doing with Xchange Live meet-ups on the AVIXA stand (3Q400) throughout the show days. Come, contribute and be part of the conversation with your peers.”



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Poised for a 'full force' ISE

By David Davies

CEDIA®

Daryl Friedman,
global president
and CEO, CEDIA

After a first edition in Barcelona that took place later than usual due to the continuing effects of the pandemic, the message underpinning ISE 2023 is that it's very much a return to business as usual. "This year, everyone now knows well that ISE is back in full force, and the show will be even bigger than last year," says Daryl Friedman, global president and CEO of ISE co-owner CEDIA.

So it makes sense that the residential technology organisation will be introducing a number of new elements at the 2023 event, including the Smart Home Technology Stage in Hall 2. Featuring a "star-studded line-up of panellists", Friedman says that the stage's "short, interactive sessions will cover a variety of hot topics, and welcome questions and insight from the audience. We encourage attendees to keep an open mind as our traditional ways of thinking and working will be challenged."

There will also be an opportunity for both CEDIA members and non-members to attend an introductory course about the CEDIA Outreach Instructor (COI) programme, to be led by CEDIA member programme specialist Imogen Dent. According to Friedman, COI "teaches invaluable presentation skills, enabling CEDIA members to provide continuing education to their local design and build industry partners, helping establish vital business-to-business networking contacts, and raising awareness of CEDIA, its members and the home technology industry. This course will provide pertinent information about how to get involved and the programme's value to the industry."

Making connections

Following on from a successful event last year, CEDIA will also host another Connection Hour on the CEDIA stand (2H600) at 17:00 each day from Tuesday to Thursday. In addition – and for the first time in Barcelona – the organisation will host a Member's Reception on Wednesday at 17:30, co-located with the CEDIA Smart Home Technology Conference.

ISE 2023 attendees will also discern a particular emphasis on audio. For example, the RP22 Audio and Room Design Recommended Practice Workshop will return under the instruction of Peter Aylett,



Ben Goff and Adam Pelz. "The workshop focuses on the four objective levels of performance that will define the immersive experience," explains Friedman. "The intensive course takes a 'teach then do' approach and encourages small groups to apply guidelines to real-world rooms."

There will also be a series of courses about the management, design and implementation of bass in private entertainment spaces, providing "key takeaways" for integrators to consider on their next projects. The courses build upon one another and can be completed as a series or taken individually.

'Everyone now knows well that ISE is back in full force, and the show will be even bigger than last year'

Meanwhile, ISE attendees will have opportunities to prepare for internationally accredited certifications from CEDIA through the Cabling and Infrastructure (CIT) and Integrated Systems Technician (IST) review sessions. "These globally accredited certifications demonstrate to other trades, customers and lawmakers that the custom integration industry is a clearly defined profession with rigorous, widely accepted criteria for competency. Registrants will be offered flexible options for scheduling and taking the exam," says Friedman.

With many other initiatives scheduled for Barcelona – including a half-day Business Design Workshop that will concentrate on the predictions outlined in CEDIA's Integrator of 2027 white paper, and a number of courses about energy management, power conditioning and sustainable design – it's clear that CEDIA will have every base covered.

"CEDIA is well positioned to uphold its core pillars of advocacy, connection and education, all of which will be on full display at ISE 2023," says Friedman.

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The best smart tech is yet to come

By Jo Ruddock



Bob Snyder,
editor-in-chief,
Channel Media

The Smart Building Conference (SBC) has been an important part of ISE for more than 10 years, always addressing the latest issues in the built environment. A decade on and there's no shortage of talking points, according to conference chair Bob Snyder.

"For SBC, I have too many important topics, too big a waiting list for speakers, and we run out of time when talking about smart buildings," he says.

This year's theme is 'The Best Smart Tech Is Yet To Come'. "We want to remind delegates that all the technologies we've talked about for years are finally all converging into realities... and as these fingers of technology learn to work together, they become more like a hand than separate fingers," Snyder explains.

So, which technologies are currently dominating the conversation? Snyder cites disruptive digital, automation and sensor technologies including artificial intelligence (AI), IoT and data analytics.

"By 2026, the number of sensors deployed in smart buildings will exceed one billion," he reveals. "As a result, IT and OT [operational technology] will move even closer to a single network as big data, AI and digital twin technology change the building network landscape.

"Machine learning and AI will make more use of sensors and IoT for modern buildings, automating how and when energy is used inside buildings today, conditions which have only gotten more complicated."

'I can't imagine a better place to get an overview of the built environment'

While it took a pandemic to highlight health concerns, healthier buildings are now much more of a concern and the industry understands the value of monitoring indoor air quality (IAQ) and other health-related conditions.

"Buildings deploying smart technologies will triple by 2026 because operators and owners want lower energy costs, healthier buildings, more control and automation, and an improved working environment for occupants," Snyder continues. "Until 2020, the emphasis of smart buildings systems, including building automation, was



mainly managing the physical facility. Smart buildings can use connected devices to measure everything from temperature, lighting and air quality, to noise, vibration and occupancy levels. AI-powered systems can recommend changes to facilities management and allow building management to be more predictive."

Companies are even changing job descriptions of facility managers to include mandating smart health for buildings. "I think you can easily say today that being smart means being healthy," he says.

Plans are well underway for the conference itself, which will feature individual presentations alongside panel discussions, including an opening panel debating 'The Best Is Yet to Come'.

Speakers on the day will include Passive Logic CEO Troy Harvey, and Erik Ubels, owner and senior consultant at MetisReal. Ubels will deliver a thought-provoking presentation entitled 'Smart Buildings: The whole story'.

Mastering the art

The rise of the master systems integrator will also be covered. "Master systems integrators are emerging after some experts claimed it would never happen," says Snyder. "We'll have two sessions where AV system integrators have gone successfully into smart buildings and share their experiences."

"More than one session will include cloud IoT connectivity and the role of edge computing," he continues. "We'll also have discussions on game-changing technology to improve indoor air quality. And we'll be bringing together data, people and buildings for environmental, social and governance compliance."

"I can't imagine a better way to get an overview of the built environment, which is changing rapidly and getting even smarter," says Snyder. "Additionally, SBC gives an opportunity to see which parts of smart building might be interesting to add to your business; and gives you access to other integrators who have figured out their roles."

Smart Building Conference, sponsored by KNX, takes place from 10:30-17:15 on Tuesday 31 January in room CC5.1.

Meeting the demand for engaging content

By Kevin Hilton



Ciarán Doran,
managing
director, Deep
Blue Sapphire

Ciarán Doran is a well-known figure in the European broadcast and professional AV technology field. Having held senior positions over the past 33 years at several leading manufacturers, he has built up a deep knowledge and understanding of both the audiovisual and broadcasting markets.

Doran has seen the development and evolution of technologies in both sectors, with the rise of digital and the emergence of tapeless/file-based operations leading to the IP-based infrastructures of today. He will be using this knowledge in his role as conference chair of the new Content Production & Distribution Summit.

Doran's experience in the broadcast sector began when he was given the opportunity to explore the technical side of the business during his placement year when studying for a Tonmeister course at the University of Surrey. He went on to become the first work experience student taken on by mixing console manufacturer Cadac, which was a specialist in desks for musical theatre production.

"I love that whole idea of understanding what it was the customer wanted," he says. "Today that feedback would go straight into the hands of the chief product manager but in this case it was Clive Green, the then owner of Cadac. This meant every single console was bespoke because every theatre is different."

'I'm always fascinated about the overlap of where technology and creativity enable exciting things to happen'

After university, Doran joined the pro audio group at Sony, later moving to Leitch, which was bought by Harris Broadcast (later Imagine Communications). "From there I decided I wanted to broaden my experience and moved into the pro-AV market with Digital Projection," Doran comments. "I helped them build their European business for a couple of years and then was invited to run a group of companies [at Datasat]. I wanted to experience what it was like to be a CEO, which is



not for everybody because it's a lonely place to be."

Doran moved back into broadcast with graphics and playout developer Pixel Power, later bought by Rohde & Schwarz (R&S). He spent the past three years at R&S, leaving the company in June 2022.

Create, deliver, engage

Under the banner of 'Create, Deliver, Engage', Doran is hoping the Content Production & Distribution Summit will attract interest from corporates, advertising agencies and broadcasters as well as technologists keen to look at how technology is able to create and manage content quickly and cost-effectively.

"About 10, 15 years ago there was a fairly small overlap between pro AV and broadcast," he explains. "In the last five years that overlap has increased and become more intense. By that I mean there are now many more pro-AV companies delivering content for brands and corporate markets. The technology they have been using improved so significantly that broadcasters are starting to use it. At the same time, the insatiable demand for content from markets other than traditional media and entertainment, like corporates and brands, has been huge. Their desire to use more professional equipment has coincided with broadcasters desiring to use more available, less expensive equipment that can do nearly as good a job."

Doran's plans for the Content Production & Distribution Summit include discussing the trend in pro AV where people are looking to media professionals for help in creating content on a more broadcast level. This involves technologies such as virtual sets, which are now used in both broadcast and non-broadcast and are invariably used in conjunction with Unreal Engine from the games world, and the SpaceX Starlink satellite internet system.

"It all offers a huge opportunity for creativity," Doran concludes. "And that takes us right back to why I'm involved in this industry. I'm always fascinated about the overlap of where technology and creativity enable exciting things to happen."

Content Production & Distribution Summit, sponsored by IABM, takes place from 10:30-14:30 on Tuesday 31 January in room CC5.3.

Unleashing the power of pixels

By Jo Ruddock



Florian Rotberg,
managing
director, invidis
consulting

Taking place on the morning of Wednesday 1 February, this year's DSS ISE will revolve around the power of pixels. This has a dual meaning, as conference chair Florian Rotberg explains. "Firstly, it is about more energy efficient and sustainable digital signage concepts in times of energy crisis and secondly, it is about concepts and experiences which excite, engage and convert."

He continues: "Digital signage is becoming business critical in more and more vertical markets. Airports, quick-service restaurants or shop floor applications cannot be operated without digital signage. This requires very robust concepts with extensive remote access."

In response to this, the industry is moving from hardware-driven to managed services, similar to IT and other sectors. "Fine pixel pitch LED is continuously gaining traction as the visual solution is becoming more affordable. Almost all professional screens feature integrated media player functionalities (SoC) with surprisingly good performance. SoC seems to have become a relevant platform for digital signage," Rotberg adds.

'The industry is still far too fragmented; more mergers and acquisitions are necessary for a few global active players big enough for global operative clients'

Of course, global trends such as war in Ukraine and the energy crisis are also having a tremendous impact on the digital signage sector.

"Energy costs are exploding leading to a rapid increase in demand for more energy-efficient solutions," explains Rotberg. "As we enter the new year, electricity costs may be up to 10 times more than before the pandemic and compared to North America and mature Asian markets. Rising logistical costs and ongoing supply-chain issues put tremendous pressure on the market in delivering projects on



time and on budget. For many, this is a challenging task similar to the ongoing battle for talent."

Despite these areas of concern, there continue to be huge opportunities in the digital signage sector as pro-AV technology becomes ever-more essential in delivering experiences at the point of sale, guiding travellers and keeping employees informed.

"With the emergence of managed services, pro AV will become more affordable and easier to use," says Rotberg. "As ecommerce is reaching its peak, stationary retail and office work will experience a renaissance, but only when data drives the offline world as much as online. As AV becomes more important and easier to install, new integration partners, such as IT, will enter the market. The industry is still far too fragmented; more mergers and acquisitions are necessary for a few global active players big enough for global operative clients."

With so much going on in the sector, Rotberg reminds us of the value of Digital Signage Summit: "DSS ISE offers a great overview of the latest trends and inspires how to unleash the power of pixels for integrators as well as for end users. It's a half-day well spent, with exclusive insights into how to bring the technology showcased at ISE to maximum use. The invidis keynote opens every DSS conference and offers a unique and exclusive overview of the latest trends and drivers in digital signage. We will move upstairs into the conference centre this time, which should provide an even better conference experience away from the noise of the show floor."

And of that technology being showcased on the show floor, what is Rotberg expecting to see? "More microLED, more computing power for professional SOC-screens, sustainable and vastly improved energy-efficient solutions and more powerful and easier to operate software platforms. Besides technology, ISE is the best platform for networking I can't afford to miss."

Digital Signage Summit ISE takes place from 10:30 to 14:30 on Wednesday 1 February in room CC5.1. It will be followed by a networking lunch for attendees of both Digital Signage Summit and Control Rooms Summit.

Tackling the data challenge

By Anne Morris



Chris Dreyfus-Gibson, vice chairman and co-founder, International Critical Control Rooms Alliance

Chris Dreyfus-Gibson reprises his role as conference chair for the Control Rooms Summit at ISE 2023 and is looking forward to a return to normality after the disruptions brought about by the pandemic in the past two years.

While last year saw some focus on remote working because of restrictions imposed to prevent the spread of Covid-19, “the conversation on control rooms has moved on considerably from working from home, and I am keen not to repeat it. I think there are more interesting, more impactful topics to talk about in relation to controlling operations and incidents.”

Last year’s event was extremely well attended, and Dreyfus-Gibson hopes that even more people will feel they can come along and engage with the summit this year. “It will be great to have both people returning and new people engaging for the first time, because I think that adds an interesting dynamic to conversations,” he says.

‘The incremental increase around data that comes into control rooms means that we’re dealing with a mass of data in a way that we’ve not had to do before’

The theme for the 2023 summit is ‘Surrounded By Data: How the continual rise of data is changing control rooms’. It will feature case studies and presentations by expert speakers from across the academia, supplier and user communities.

Although there has been no seismic change in terms of the data that is flowing into control rooms, Dreyfus-Gibson notes that the industry is “coming to a point where the incremental increase around data that comes into control rooms means that we’re dealing with a mass of data in a way that we’ve not had to do before”.

Dreyfus-Gibson is certainly well placed to assess the current challenges facing control room operators. He is vice chairman and co-founder of the International Critical Control Rooms Alliance (ICCRA) and leads citizen



contact consulting in the UK for a global technology consultancy supporting public sector organisations to reimagine the contact experience for citizens.

Data overload

Over the past decade, he says, the amount of data that is potentially available to a control room operator or agent has increased hugely. “The problem with data is that you’ve got to do something with it. I’ve got to put it in a format that I can understand in order to carry out an analysis on it, which then allows me to derive insights from the data and take the appropriate action.”

He adds: “In theory, the more data we have, the better the decision that we make. The action that we take is more relevant. It’s more finely tuned to the situation.”

At the same time, there is a danger that the sheer volume of data flowing in could overwhelm a control room operator, raising the risk that the information is not used correctly or even at all. “The conversation I want to have at the summit is to say, ‘look, we know we have all this data, what are we doing about it? How are we transforming that data really quickly?’” Dreyfus-Gibson says.

For the AV sector in particular, the challenge is how to visualise all this data in a way that makes sense to individual operators and agents. “Is it a big screen at the front? Is it an individual screen for the operator? Is it virtual reality... or could it be a 3D hologram model of the thing that you’re dealing with,” he posits.

As an example, what if control room operators for London bus routes were able to see a 3D map of London that would allow them to understand traffic data and make use of that data to control bus movements, he suggests.

“We have this data, it exists. The question is, how do we make best use of it, and how do we gain insights from the analysis of the data in a timely manner,” Dreyfus-Gibson says.

Control Rooms Summit, sponsored by G&D, takes place from 10:30-14:30 on Wednesday 1 February in room CC5.3. It will be followed by a networking lunch for attendees of both Control Rooms Summit and Digital Signage Summit.

Edtech for a changing world

By Jo Ruddock



Gill Ferrell,
EUNIS, 1EdTech

According to conference chair Gill Ferrell, this year's Education Technology Summit will be looking both forward and inward. "As ever we will bring you state-of-the-art technologies and equally topical will be our reflective discussions on the relationship between humans and digital technology," she reveals.

While the past few years have highlighted the enormous potential of education technology, now is the time to ask questions about whether we are doing the right things with that potential, she believes.

"In many sectors, home working and online activity is the post-pandemic 'new normal'. Education, however, is very different to other AV markets. It is hard to describe a 'new normal' when the public health crisis continued for so long that many students now in their second and third years of study have no experience of what was normal in the first place," she adds.

'The need for flexible learning takes on a new dimension when we think of all the possible factors that can disrupt the learning experience'

Even before the pandemic, colleges and universities were increasingly aware that support for student mental health and wellbeing was an important factor in academic success. Daily videoconferencing into one another's homes added a new dimension to this understanding of the need to support the whole learner. However, it also highlighted barriers to learning which need to be addressed by exposing disparities in terms of access to equipment, infrastructure and suitable space to learn.

"A plea that I heard more and more over the past couple of years is the need for 'compassionate pedagogy'. This enhanced empathy with our learners and their individual needs is driving innovation in learning design and student support," says Ferrell.

"We hope and believe that the worst of the Covid-19 pandemic is behind us, but we are no longer



sufficiently naïve to think it will be the last such emergency. The need for flexible learning takes on a new dimension when we think of all the possible factors that can disrupt the learning experience."

Preparing for disruption

Indeed, climate change, conflict and economic crisis are global problems that have an immediate impact on the day-to-day lives of many learners and teachers.

"These global problems affect the cost and availability of the components to build our systems and the energy to run them," continues Ferrell. "Having succeeded in digital transformation, education providers are facing supply issues and being encouraged to prepare contingency plans in the event of power outages this winter."

Climate change is a challenge that will impact the use of AV tools. "We think of digital technologies as greener than their physical alternatives but how much do we really understand about the carbon footprint of our digital activities? The summit will open our eyes to the environmental implications of our digital choices. Energy costs and shortages bring this even more sharply into focus," she explains.

The biggest challenges, however, lie around ethics. "Just because we can do something with technology doesn't mean we should. Big data and artificial intelligence are immensely powerful and that kind of power is not without risk. Our learning technologies are not simply neutral tools that serve us. They are designed with intent and reflect assumptions made by their creators.

"If we don't make a conscious effort to engage all our stakeholders in design decisions, our tools will reflect unconscious biases and assumptions that may cause them to work very differently from the way we intended. These are serious issues and our ability to make the most of technology-supported learning depends on our responses to them. ISE provides a marvellous opportunity for us to come together and discuss these challenges."

Education Technology Summit takes place from 15:30-19:00 on Wednesday 1 February in room CC5.3.

Pinpointing new priorities

By Jo Ruddock



Opposite: Snorre Kiesbu, Cisco, gives the SWS 2022 keynote
Below: Bob Snyder, editor-in-chief, Channel Media



With 2022 proving another exciting year for the smart workplace, ISE will present its third edition of the Smart Workplace Summit, moderated by Amelia Kallman, on the morning of Thursday 2 February. This year's focus will be on New Priorities for the Workplace, as conference chair Bob Snyder explains.

"New ideas, technological innovation and new generations of workforce continue to upend traditional approaches to work, so we are seeing new strategies and technologies which companies will use to create post-pandemic smarter workplaces," he says.

"It's a new world of work, a world where you'll hear 'hybrid' as a description of how companies will try to cope with a workforce that demands choices."

One thing is clear, believes Snyder, each company will find its own solutions, with much depending on the type of industry, the job category, the size of the company and even the attitude of top management.

'If the workplace and smart office is your bailiwick, then spending a few hours with us at ISE 2023 will help you with the focus you'll need to succeed'

"Each company will struggle to find its own formula, its own strategic priorities for building a smarter workplace," he adds.

Which is where the summit comes in, combining high-level speakers with discussion about the latest technologies, strategies and issues impacting the sector.

"Of course, we have back many of the leading brands for smart offices and smart meeting rooms," Snyder reveals. "It's the time when our delegates can hear in person from important companies and high-level executives from Google, Zoom, Microsoft and others,

"I am pleased we also have some industry leaders who can talk about what's beyond the usual messages out there about hybrid workplaces. We have workplace consultant and author Philip Ross talking about 'unworking'; unlearning old habits and rituals established for



an outdated office and creating new strategies, ones fit for an age of digital technology, design innovation and diverse workforces."

Smart Workplace Summit will also feature expert talks on the challenges of the UC-agnostic enterprise, AV as a service, why smart workplaces might fail and other topics that guide technology decisions.

The battle of the brands

So, what's new in terms of technologies for the sector? Snyder says: "There's a battle of brands to dominate the meeting rooms, creating a front line of innovation as manufacturers fine-tune their product ranges. All four key human interfaces (displays, cameras, microphones, speakers) have been re-thought and re-engineered for the new office conditions."

One new technology, IoT, brings numerous opportunities to use sensors to improve office life, not only by measuring variables but also by allowing post-measurement personalisation in some cases.

But IoT does not stand alone, he says: "New solutions with artificial intelligence and digital twin can enhance what IoT brings to the office."

While manufacturers within AV and IT are rethinking their devices to fit the new marketplace, others – including the metaverse and holography industries – want to reimagine the work experience in its entirety.

"Even humble audio – oddly the quietest of technologies in a world where technologies all seem to shout – understands their products need to adapt to the shift in the workplace. And we'll talk about the 'visual workplace' as well the audio," he continues.

"If the workplace and smart office is your bailiwick, then spending a few hours with us at ISE 2023 will help you with the focus you'll need to succeed. We work really hard in this AV industry and sometimes we forget to take a step back and look at the wider picture, to open ourselves up to new ideas and new thought leaders."

Smart Workplace Summit, sponsored by Shure, takes place from 10:30-15:30 on Thursday 2 February in room CC5.1.

Exploring the live experience

By Jo Ruddock



Stew Hume,
editor, TPI
Magazine

While the live events sector has bounced back strongly following the Covid cancellations of 2020-2021, that doesn't mean the industry is without its challenges, as Stew Hume, conference chair for the Live Events Summit at ISE 2023, explains.

"Some are due to the pandemic with others being a direct result of geo-political situations," he says. "First and foremost is the dramatic shortage of crew members working in the sector, with many individuals opting to move into other parallel markets such as the TV and film industry during 2020-21. This has made it incredibly hard for productions to amass the crew needed for shows."

On top of this, the sheer cost of touring has seen a seismic change, particularly with freighting charges making it hard for productions to keep costs down. "That's before you get to the very specific European issue and the ramifications of Brexit, making it harder for UK crew to work in Europe and vice versa with various stipulations including the 90-day rule," he adds.

"Finally, there is still a relatively pressing issue in the hold-up in supply chains for new equipment. Needless to say, there are a number of uncertainties facing the sector, especially as we prepare for the upcoming 2023 touring season."

'There are a number of uncertainties facing the sector, especially as we prepare for the upcoming 2023 touring season'

The topic of the supply chain and how manufacturers are recovering from the pandemic, the shortages of raw materials, as well as the wider geo-political situation and the effect it is having on bringing new products to market will all be talking points at ISE, as will the innovation that continues across the sector.

"The development in video technology, specifically with virtual studios and the ever-sophisticated methods in AR and VR, has been staggering during the 2020s. With years



of research, it will be interesting to see how companies are expecting to use these new tools for real-world applications," he adds.

Another continually developing conversation is that of immersive audio. Hume says: "Although there are many that might take issue with the term 'immersive' to describe this trend in the market, it's clear that more companies in the pro-audio sector are turning their attention to marketing their various offerings when it comes to spatial audio and what it can deliver to both artists and audiences alike."

The show must go on

Whatever the challenges and opportunities, Hume believes the live events industry "has always been made up of problem solvers, that live by the mantra 'the show must go on'. I think in the years ahead, however, those involved are going to have to think even more outside the box when it comes to delivering a show while still keeping costs down and also being more conscious of the environmental impact of touring, which is an ever-growing concern for many artists.

"That said, I think artists are going to look for more ways to keep interacting with fans from across the globe and, although I believe the live performance will remain the primary way for a fan to enjoy an artist's work, we will see more experimentation with everything from streaming to special one-off virtual events to bring artists into the homes of fans to try and encapsulate that live experience for those not lucky enough to be there in the front row," he continues.

All this and more will be discussed at Live Events Summit. "It will be a forum to explore some of the changes we are likely to see in the live market in the coming few years and what the tours of tomorrow may look like," says Hume. "It will look at some of the latest technological trends and include a number of thought leaders who are working at the coal face of the live events sector to make live events even more spectacular year after year."

Live Events Summit takes place from 14:00-18:00 on Thursday 2 February in room CC5.3.



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Moving at speed

By David Davies

Owen Ellis, chair,
AV User Group

AV community organisation the AV User Group (AVUG) will host its celebrated vendor speed pitch event for the second time at the Fira Barcelona.

Staged for the first time more than 10 years ago, these speed pitch events have become an enduring ISE tradition. Open to AVUG members, the concept has evolved over the years to the point that 39 vendors are each expected to deliver five-minute presentations during ISE 2023. Pitches will take place on Monday 30 January, the day before the official start of the show.

“The speed pitch idea was born during a conversation within our management committee about the difficulty you can face when trying to see all the new launches [that are relevant to you] during the timeframe of the show,” says AVUG chairman Owen Ellis. “Going into the show, you often don’t know what the really important new stuff is going to be as it won’t be announced until the show begins. If you’ve got a lot of meetings planned anyway, it might not be possible to get to those other stands that you want to. You are also unlikely to have the time to deal with all the marketing information you receive as you will be out on the show floor busy doing what you are there for.”

‘ISE attracts a global audience and it is always great to have the opportunity to find out more about the new technologies coming through’

Hence the idea of an event that would allow major vendors to preview their latest innovations to members of the AVUG, which comprises well over 1,400 AV/technology professionals spanning the full spectrum of sectors, including financial services, government and the public sector, healthcare, higher education, retail, and manufacturing. While vendors who were also sponsors of the AVUG were initially prioritised, the event was subsequently opened up to non-sponsors.

Refined format

“We have refined the approach over the years,” confirms Ellis. “Initially we had about eight companies, each doing 15 minutes, and I knew that it wasn’t really going to work in that format. But what we have now works really well: each company is given



five minutes, which is just enough for them to do a sneak preview of what they will be revealing at the show, and to encourage attendees to visit them on their stand. Ultimately, the hope for the participating manufacturers is that they will end up with plenty of end-user appointments, which is obviously very valuable to them.”

First-time pitch participants in Barcelona will include Aver, AtlasIED, Genelec, Gude Systems, Huddly, Lenovo, Nureva and Screenbeam. Meanwhile, among the returning speed pitchers will be Biamp, Kramer, Sharp/NEC, QSC, Sennheiser, Shure, Sony, Yamaha and ZeeVee.

In terms of attendees, Ellis reveals that the session has also been opened up to some AV consultancy firms this year. Also confirmed to attend are AV end users from a wide range of companies and organisations. This includes Arup, BBC, Google, KPMG, NatWest Bank, Science Museum (London), and the universities of Dundee and Stirling in Scotland.

In addition to the speed pitch event, there will also be the traditional pre-show dinner for AVUG members that “provides a really nice opportunity to catch up and network before the show gets underway the next morning,” says Ellis.

After last year’s ISE show was pushed back to May due to the continuing effects of the pandemic, the AVUG chair is looking forward to its return to the regular January/February timeframe. “ISE attracts a global audience and it is always great to have the opportunity to find out more about the new technologies coming through. That’s another reason why our event on the Monday is so useful as it gives you a very good sense of what the big launches of the show are going to be,” says Ellis. He adds that plans are now in progress to replicate the speed pitches for the first time at the next edition of InfoComm.

On the lookout for ideas and inspiration

By Jo Ruddock

Claus Lohse,
AV-Solution
Partner

AV-Solution Partner, the leading association of AV systems integrators in the DACH region, will once again be taking part in the Special Interest Group programme at ISE 2023, hosting its AV-Symposium in Barcelona. Both the show and the association have come a long way since the group's first involvement in 2008.

"Our first event was themed 'Tulips from Amsterdam,'" he recalls. "Last year we welcomed 140 participants to the first show in Barcelona and we expect significantly more participants this year. Of course, we will make many things even better for ISE 2023 and have already had a very good response from customers and interested parties. The programme is more relaxed because we have more time due to better flight times."

AV-Solution Partner offers holistic solutions in all areas of audiovisual media technology, from comprehensive advice, conception and planning of demanding projects to professional implementation, service, maintenance and support.

AV-Symposium participants will include architects, interior designers, project developers, builders, facility managers, AV/IT managers and users from companies, public institutions and education. Some 165 guests are expected to make the journey to ISE 2023 to explore the latest AV media technologies, developments and trends.

Wide scope

"The end customers we address are employees of companies and organisations from a wide range of industries. Well-known colleges and universities are among the companies represented; SMEs also play a big role," he adds. "We always try to attract new visitors to ISE, but we also always have guests who are returning because of current projects. They appreciate the comprehensive information and service package."

This year's visit will include short lectures on current media technologies



'ISE is an important source of information about new AV media technology products and solutions, but is also the ideal place for networking'

and trends, guided tours through the exhibition halls, opportunities for networking and an optional guided tour of the Gaudí-designed Casa Batlló, which Lohse says "will be an interesting addition to the programme".

The theme of this year's visit is 'Success Factors for Future AV Media Technology'.

"ISE is an important source of information about new AV media technology products and solutions, but is also the ideal place for networking. We hope the group will benefit from new ideas and inspiration, but also pragmatic solutions," Lohse explains.



This year's programme will include presentations on current media technologies and trends

Leading the way on sustainability

By David Davies

Christina De Bono, president and founder, SAVe

The recent COP27 summit in Egypt provided confirmation – should it have been required – of the alarming rate at which climate change is now progressing. It remains to be seen quite how much the often-terrifying data outlined at the conference serves to focus the minds of government and industry, but at least in pro AV we can be assured of an increased emphasis on environmental impact thanks to a new initiative called SAVe.

Introduced for the first time at InfoComm 2022, Sustainability in AV (SAVe) aims to encourage the industry to work together to achieve the UN's Sustainable Development Goals (SDGs). Adopted by all 193 member nations of the UN in 2015, and closely linked to the same year's Paris Agreement, the 17 SDGs define a series of critical actions – covering everything from the ending of poverty to clean energy and responsible consumption and production – to be taken by all countries in worldwide partnership.

'The amount of e-waste that we produce in pro AV is helping to create an environmental catastrophe'

Over the past seven years, various industries have taken steps to align themselves with the SDGs, but until fairly recently they were something of an unknown quantity in pro AV. Christina De Bono, president and founder of SAVe, confirms that when she first started contemplating the initiative shortly before the pandemic "a lot of people in the industry were not aware of the SDGs... and, in fact, there are many who still don't know about them now".

Growing problem

This is acutely concerning given that the AV industry's environmental impact is actually worsening in many areas, especially in terms of electronic waste. According to the UN, North America and Europe created more than 50 million tonnes of e-waste – including displays, cables and power supply units – in 2019 alone, with a significant chunk of it ending up on landfills or scrap heaps. Indeed, the accelerating turnover of AV technology is such that e-waste is now the fastest growing waste stream in the world, according to the World Economic Forum.



With less than 20% of electronics being officially recycled at this point, the need for pro-AV vendors and other stakeholders to take decisive action could hardly be more stark. To this end, SAVe is currently spearheading two major initiatives: SAVe Certified, which connects companies with an assessment tool to identify ways to progress sustainability and develop a long-term plan; and A Second Life, which aims to extend the operational life of AV products by donating them to educational and governmental institutions.

De Bono says: "The amount of e-waste that we produce in pro AV is helping to create an environmental catastrophe. Anyone in the integration world will be aware that this is happening due to products having shorter lifecycles and clients constantly looking to upgrade." Hence the acute need for a more joined-up approach to recycling and the dramatic curbing of e-waste sent to landfill; not least in developing countries where it is compounding poverty and contributing to numerous health risks for humans and animals.

Around the globe, adds De Bono, there has been evidence of "growing inequality since the pandemic, and every day now we are seeing some form of extreme weather occurring. I really felt like this needed to be addressed in pro AV, but that no one was really taking it on. So that is the overriding objective of SAVe."

SAVe has been announced as ISE's Sustainability Partner and will be among the partners located in the Impact Lounge in Congress Square.

Hitting the ground running

By Heather McLean



**Malle Kaas,
CEO, Women
in Live Music**

Women in Live Music (WILM) is a European non-profit organisation for women working backstage in the live event industry within production, technique and logistics. The organisation was founded five years ago and currently has over 5,000 members.

Besides being a platform for women and other minorities, WILM works towards sustainable diversity among live event crew by increasing members' work skills as well as providing them with a great network.

Its members will be out in force at ISE 2023, as Malle Kaas, freelance sound engineer and CEO of WILM, explains: "To us it is essential to take part in trade shows like ISE where you can meet the industry and the industry can meet you. It is also the most efficient place to gain knowledge about what is going on in the industry; which direction is it going.

'To us it is essential to take part in trade shows like ISE where you can meet the industry and the industry can meet you'

"And it is a perfect place to network with new and old business-related connections, not to mention that it is convenient for the WILM members to meet each other in real life!"

WILM has carried out research into the lack of diversity in live music. On why and what this study has shown, Kaas says: "The live event industry can be a tough place to be for everyone. You need to be 200% on top of the game most of the time. There is a lot of pressure, especially for a freelancer where you are never better than your last gig.

"But being a minority and, for instance, looking

different from the majority, can really put you to the test as you stick out compared to the rest. This often results in lack of self-esteem, which leads to people leaving the industry. Also, mental and physical health issues are mostly a 'no-go'. We need to change that, so colleagues struggling don't have to hide away."

Making an impact

At ISE 2022, WILM had a lounge that was packed for the duration of the show. Kaas states: "We were rather surprised that the WILM lounge last year was so busy from the very first minute of ISE to the very last minute. It was incredible to see and feel the positive interest from the many visitors that came by. This ranged from individuals who wanted to hear about WILM's work for diversity, to representatives from manufacturers that were interested in collaboration."

ISE 2023 will see WILM setting up shop in Congress Square between Halls 4 & 6 and Halls 5 & 7 as part of the Impact Lounge, a new addition to the show.

Says Kaas: "People should come by to discuss the lack of diversity in the industry and how to improve the number of, for instance, female crew backstage. They will then also have the chance to taste our special gin and watch a video of our work."

"As our panel discussion last year was a big success, we will repeat that one, this time in association with TPI. There will also be organised networking sessions during the four days," she adds.

Kaas concludes: "We are very much looking forward to meeting new and old members, as well as meeting some or all of our associates and friends to discuss joint initiatives for 2023, and we are of course looking forward to enjoying the beautiful city that Barcelona is."



More than 20 experts will be on stage during Smart Building Conference 2023



Smart Building Conference looks to the future

This year's Smart Building Conference returns with a focus on the theme of 'The Best Smart Tech is Yet to Come'. As building operators and owners increasingly want lower energy costs, healthier buildings, more control and automation, and an improved working environment for occupants, so investment in smart technologies is growing.

Speakers will include Passive Logic CEO Troy Harvey, who will share his vision of the future. In 2022, Passive Logic raised \$34 million in response to the company view that its "core focus is to redefine how people participate in the design, build, operation and maintenance of complex systems".

Harvey said: "Buildings are the world's most complex systems, a problem that increases as buildings become 'smart'. We've built a platform that tames increasing complexity and addresses the growing technology needs of the built environment."

Erik Ubels, owner and senior consultant at MetisReal, will return to the conference with a presentation entitled 'Smart Buildings: The whole story'. One of the most recognisable names in the smart building industry, Ubels was CIO at Deloitte in the Netherlands when it built a new office in Amsterdam which led to the first fully converged smart building in the world: The Edge.

In addition, Matthew Marson, managing director for advisory, EMEA at JLL Technologies, will share his latest learnings.

In all, more than 20 experts will be on stage during the conference and, of course, SBC delegates will once again be encouraged to join in the conversations with opinions, experiences and comments.

Smart Building Conference, sponsored by KNX, takes place from 10:30-17:15 on Tuesday 31 January in room CC5.1.



Get set for business success with the Smart Home Technology Conference

Running from Tuesday 31 January to Thursday 2 February, CEDIA's Smart Home Technology Conference will cover a wide range of industry trends, including wellness, hospitality and assisted living, as well as hot topics like gaming, AI and slow technology. Sessions are designed to challenge integrators to creatively incorporate tomorrow's needs into today's businesses to achieve sustainable profits.

Technical sessions include a four-course deep dive into designing, implementing and managing bass in private entertainment spaces, as well as a half-day RP22 Audio and Room Design Recommended Practice Workshop focusing on objective levels of performance that will define the immersive experience. This session will be led by Peter Aylett, partner at Officina Acustica, and Adam Pelz, owner, Bespoke Cinemas.

How to enhance networking skills, covering infrastructure and cabling for the modern home, timing-aware networks, WiFi 6 and Power Over Ethernet, will also be discussed. New lighting technologies, designing private video studios and the future of power in the home are also on the agenda.

In addition, business-focused sessions will look at everything from overcoming recruitment challenges and managing subcontractors to creating a break-even analysis.

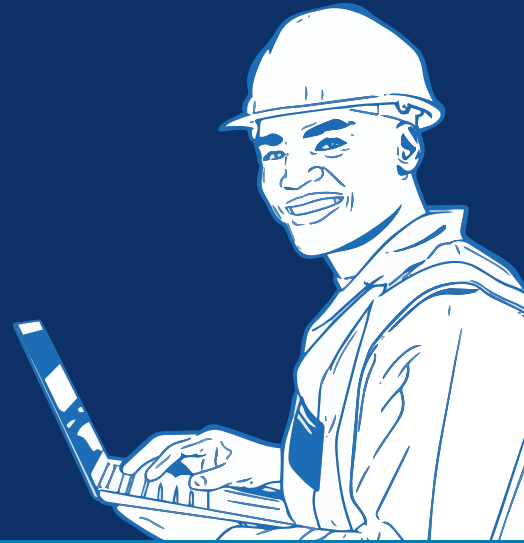
Smart Home Technology Conference takes place from Tuesday 31 January to Thursday 2 February in rooms CC1.1, CC1.2, CC1.3 and CC1.4. More detailed listings are available on page 50.

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The power of great storytelling revealed

New for ISE 2023, the Content Production & Distribution Summit will explore how brands and broadcasters are coming together to use more efficient tools, such as virtual studios, augmented reality and streaming, to unleash the power of their stories to the world.

Speakers from companies including Grup MediaPro, IABM and Epic Games will discuss key topics such as content gathering, outsourcing and monetisation.

The conference will begin with a keynote entitled 'The Convergence of Video –



The tools enabling more efficient content production will be discussed

There is no 'broadcast' only content and eyes (and money!). This will explore how brands are taking advantage of the latest broadcasting techniques to engage with their audiences and deliver images that are never switched off.

In addition, futurist Amelia Kallman will lead a session on virtual and remote

production that will feature experts in the tools and techniques of virtual studios and virtual production as well as sharing experiences through case studies.

Content Production & Distribution Summit takes place from 10:30-14:30 on Tuesday 31 January in room CC5.3.



Discover the latest digital signage drivers

The half-day Digital Signage Summit will focus on The Power of the Pixel. This title refers to both the importance of more energy-efficient and sustainable digital signage

concepts in times of energy crisis and the concepts and experiences which excite, engage and convert.

As in previous years, the C-level summit will begin with an exclusive market outlook and keynote presented by invidis.

Other sessions will include a look at immersive digital experiences with Brad Koerner, director of hardware and application innovation at Cooler Screens. He will explore how the fusion of physical and digital is rapidly transforming retail, hospitality and other applications, leading to the explosive growth of new location-based media networks.

Marco Wassermann of invidis Consulting, Johan Lind, CEO at Vertiseit Grassfish, and Gerhard Pichler, CEO, EaseScreen, will then debate the Future of Digital Software, including the breadth of go-to-market



Expert panels will be discussing the hottest topics impacting the digital signage sector

strategies, benefits of scalability and why service cloud and traditional architecture may be able to coexist.

In 'Power Play – Exclusive insights about specific power consumption, performance boost of SoC', a panel will share the latest insights into reducing power consumption, the role of content and identifying energy-saving potentials. invidis' Green Signage Partner LANG AG, industry disruptor SignageOS, and integrator First Impression will be sharing their experiences.

DSS ISE is curated and hosted by Florian Rotberg and Stefan Schieker of invidis.

Digital Signage Summit takes place from 10:30-14:30 on Wednesday 1 February in room CC5.1.



Connect with the AV community and discuss the following hot topics (and more):

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Explore the schedule, choose meetups, ask the experts, discover interactive mind-mapping, enjoy happy hours and more.



BOOTH 3Q400

Find the full programme at **avixa.org/ise** or simply scan the code.



Make sense of data overload with Control Rooms Summit

Control Rooms Summit, sponsored by G&D, will return for its third edition on Wednesday 1 February with a focus on how to make optimum use of growing data streams in order to make critical decisions in a timely manner.

Top-level speakers from across the academia, supplier and user communities will explore the challenges and opportunities that come from having access to ever-more data as control rooms increasingly become the epicentre of an organisation's information gathering and decision making.

The half-day summit has evolved into



Creating an engaged community is one aim of the summit

an essential event for all those in the AV sector who are involved in the design, build and operation of these mission-critical centres. As conference chair Chris Dreyfus-Gibson, vice chairman and co-founder of the International Critical Control Rooms Alliance (ICCRA), explained, the aim is to create an engaged community that is interested in control rooms, including the AV aspect, achieving a continuity that enables the industry to keep building

on its knowledge and implementing new and better ways of operating.

Speakers include Jeremy Habberley, director of global accounts, RapidSOS, and Paul Bremner, principal analyst, Omdia, along with representatives from Weytec, Salesforce and Cyviz.

Control Rooms Summit takes place from 10:30-14:30 on Wednesday 1 February in room CC5.3.



'Connected, Compassionate and Creative': How edtech is responding to new global challenges

This year's Education Technology Summit, moderated by Gill Ferrell, will focus on the need to be connected, compassionate and creative as technology evolves to support learning in a challenging global environment.

Climate change, conflict and economic uncertainty are all impacting learners and teachers. The summit will help delegates to understand where AV technology fits into new approaches to learning and student support.

Participants will hear from, and discuss with, experts from learning provider organisations and the edtech industry. There will be opportunities for peer-to-peer sharing in interactive sessions.

This will be echoed in the keynote address, which will be delivered by Jo-An Kamp, a lecturer, researcher and co-ordinator at Fontys University of Applied Sciences in the Netherlands. Kamp coaches ICT students in the fields of UX, research, (interactive) media, communication, (interaction) design, ethics and innovation.



Interactive sessions will inspire attendees

Kamp said: "The session will be interactive. I will be introducing delegates to a free toolkit that they can use with students or colleagues. We are introducing a new edtech section to the toolkit and ISE participants will be among the first to try it out. We will be addressing serious topics and I hope we will have some interesting discussions."

Other speakers include Lars Willner of Differ; Martín López Nores from the University of Vigo; and Thierry Koscielniak from le CNAM.

Education Technology Summit takes place from 15:00-19:00 on Wednesday 1 February in room CC5.3.



Preparing for the new workplace

This year's Smart Workplace Summit, sponsored by Shure, will explore the theme of New Priorities for the Workplace, delving into the strategy and technology priorities that must follow the conclusion that we have moved to a mainly hybrid workplace.

While makers of AV and IT reimagine their devices to fit this new marketplace, others want to reimagine the entire work experience and disrupt the incumbents. Both metaverse and holography industries covet the smart workplace and rising venture capital serves to enable their innovations. IoT, artificial intelligence and digital twin are also key talking points.

Taking place on the morning of Thursday 2 February, Smart Workplace Summit will begin with Philip Ross, founder, CEO at The Ungroup, presenting a session entitled 'Unworking: The



The summit, moderated by Amelia Kallman, will bring together thought leaders and product innovators

reinvention of the modern office'. This will be followed by Ken Dooley, chief product officer at Haltian, discussing the New Normal Workplace, and Deborah Hawkins, director at Keypoint Intelligence, sharing research into 5 Must-Have Qualities of the Future Workplace.

Other speakers will include Sonal Bisht, manager at HP; Daniel Wordsworth,

solutions architect at Linklaters; Oliver Mack, managing partner, Macom; Mark Grady, head of meeting solutions channel and sales, Google; and John Marshall, president and CEO, Useful.

Smart Workplace Summit takes place from 10:30-15:30 on Thursday 2 February in room CC5.1.



Discover the inner workings of the live events market

The second edition of the Live Events Summit will highlight the state of the industry post-Covid-19, featuring insights from individuals involved in some of 2022's biggest tours and live shows. It will also take an in-depth look at the latest technological innovations likely to feature on global stages in the coming years.

In what is guaranteed to be an interesting afternoon of content and discourse, the challenges facing the sector will be discussed along with the



Go behind the scenes on some of 2022's biggest tours

continuing innovation taking place. This will include sessions entitled 'Technical Innovation: The latest developments already changing the live touring landscape'; and 'Build it and They Will Come: How music venues will change from 2023'.

Other highlights will be a roundtable

with some of the world's greatest show designers and a look at how developments in VR and the metaverse can help to replicate a live event.

Live Events Summit takes place from 14:00-18:00 on Thursday 2 February in room CC5.3.



Tackling the big technology talking points

Taking place across all four days of ISE 2023, the free-to-attend Tech Talks and Tech Talks Español are a series of thought-provoking and stimulating sessions in English and Spanish.

Designed to give visitors the opportunity to learn about technology innovations and business development, they will feature an inspiring line-up of speakers, all experts in their fields, sharing their insights and experiences.

Tech Talks Español will begin at 10:30 on Tuesday to Thursday, with English-language sessions running from 15:00 (11:40

on Friday). They will be held in room CC4.1.

Tech Talks highlights look set to include a discussion with Lux Machina, the creators and producers of the virtual sets for Disney+'s The Mandalorian at 16:00 on Tuesday 31 January; a look at how AV is changing to meet the IT needs of today and support the needs of digitally transformed enterprises into the future at 16:30 on 1 February; and a session entitled 'Interactive, immersive and game technologies used in the development of clinical applications to improve wellbeing and health'. This features Pedro Omedas,

professor, consultant in extended reality at CITM UPC, and takes place on 3 February.

Topics covered in Tech Talks Español will include breathtaking aerobatic drones and some of the most daring feats of content capture; an audio optimisation expert showcase on noiseless audio adjustment; and a deep dive into the metaverse, looking at how companies are factoring it into their business strategies.

Tech Talks and Tech Talks Español take place from 31 January-3 February in room CC4.1. No booking is necessary.

CEDIA

Programme of free content from CEDIA

CEDIA will be hosting daily content on its dedicated stage in Hall 2. The CEDIA Smart Home Technology Stage, located close to the CEDIA stand, will feature a series of panel discussions and fireside chats tackling the toughest challenges facing the home technology integration industry today and in the near future.

Topics to be discussed will include the supply chain outlook for 2023, how to collaborate with other trades, smart homes for sustainable and independent living, modern marketing and promotion, the importance of best practice, and innovative verticals.

The CEDIA Smart Home Technology Stage (stand 2F350) will hold sessions each hour during the show. They are free to attend and no booking is necessary.



The AV User Group will be hosting vendor speed pitches on Monday 30 January

Special Interest Groups enjoy the ISE experience

As part of this year's Special Interest Group programme, AV-Solution Partner, AV User Group and SCHOMS will be bringing senior executives to the show to participate in an organised 'ISE experience'.

AV-Solution Partner is the leading association of AV systems integrators in the DACH region. As part of its AV-Symposium at ISE, it will be offering show floor guided tours, networking opportunities and a tour behind the scenes of Casa Batlló. Participants include architects, interior designers, project developers, builders, facility managers, AV/IT managers and users from companies, public institutions and education.

UK-based AV User Group, an end-

user community of over 1,400 AV/technology professionals from multiple markets, will also be taking part this year, hosting vendor speed pitches on Monday 30 January as well as other networking opportunities.

Finally, SCHOMS will be bringing senior members within the higher education industry to Barcelona. Universities from across the UK are taking part in the scheme for 2023, which includes facilitated sponsor presentations, stand tours and CPD for members, and a dedicated SCHOMS lounge to provide respite and networking opportunities.

"ISE is always a fantastic event to network with colleagues, partners and our valued sponsors who have become great friends," said Caroline Pepper, SCHOMS vice chair.

Get to the heart of ISE in Congress Square

Congress Square is packed with innovations, networking opportunities and industry organisations, bringing together a range of diverse partners all in one place. Located in the central aisle between Halls 4 & 6 and Halls 5 & 7, it is home to the Catalonia and Barcelona City Council Pavilions, Discovery Zone, International Media Showcase and the Influencer and Impact Lounges, as well as networking space.

New for 2023, the Impact Lounge will offer visitors the chance to meet with organisations making a difference in the industry. This includes Women in Live Music (WILM), ISE sustainability partner SAVE and The Circle Society. The lounge will provide a space for visitors to connect with these organisations to find out more about the work they're doing.

After a successful debut in 2022, the Influencer Lounge will return for 2023, welcoming content creators, social media trendsetters and commentators who are an active part of the technology community.



Network, discover new tech and meet people and organisations making an impact in the sector in Congress Square

Congress Square will also be the location of pavilions organised by Barcelona City Council and the government of Catalonia, hosting local and regional exhibitors. The Catalonia Pavilion will host 30 local businesses active in the AV industry as well as highlighting business growth opportunities and running the Open Innovation Challenge. See page 36 for more details.

For those looking for even more innovative technology, the Discovery Zone in Congress Square will welcome first-time exhibitors and young companies offering

a range of innovations. This includes scalable cloud-based digital signage software NowSignage, collaboration tools from Imago, technology for instant video capture and mixing from RoCamRoll and e-paper display solution Papercast.

Networking opportunities also abound networking area and visitors can also find the International Media Showcase, which houses the latest publications from the world's AV media.

Congress Square is situated in front of Halls 5, 6 and 7.

Innovation in focus during InnoQuotient CEO Fran Chuan's keynote

Fran Chuan, CEO and co-creator of culture innovation assessment platform InnoQuotient, will deliver a keynote entitled 'How Innovative is the AV Industry?' on Thursday 2 February.

During the session, he will present InnoQuotient survey results collated from registered visitors and exhibitors in the lead up to ISE 2023. The survey endeavours to find out more about the innovative culture of organisations by measuring the maturity of development of their innovation journey. The assessment pinpoints strengths, as well as identifying the gaps to then provide guidance on building and improving an organisation's culture of innovation.

Developed in 2015, InnoQuotient is based on the six fundamental building blocks that make up innovative



Fran Chuan, InnoQuotient

cultures: resources, processes, results, values, behaviours and climate. The InnoQuotient survey addresses the most important needs of the relevant market: not only pinpointing at which point the organisation is innovative, but also the company's internal makeup in comparison to its sector.

"We are very excited about this initiative, both capturing data from attendees and sharing the conclusions with participants. For me, to participate as keynote speaker at ISE 2023 is a great honour. I'm looking forward to sharing the findings on the differences between innovation and innovation culture, as well as presenting the data InnoQuotient

has collated from the AV sector," commented Chuan.

To take the survey visit www.iseurope.org/innoquotient.

Fran Chuan's keynote, entitled 'How Innovative is the AV Industry?', will take place at 17:15 on Thursday 2 February in Conference Suite CC4.1.

Audio Demo Rooms debut at ISE 2023

Hall 8.0 of the Fira is set to be transformed into a suite of specially designed Audio Demo Rooms for ISE 2023. Audio exhibitors including AED Group, Coda Audio, d&b audiotechnik, Holoplot, Martin Audio and Void Acoustics will showcase their latest solutions in this controlled, specialist environment.

Each demo room is being created by a specialist supplier of prefabricated spaces for trade shows and tailored to the specific requirements of each manufacturer, ensuring that visitors will be able to listen to the demos in optimum listening conditions. Demos will take place on a rotational basis.

The launch of the demo rooms follows a period where ISE worked closely with a group of leading audio companies to conceptualise and produce this new show floor feature.

Mike Blackman, managing director, Integrated Systems Events,

commented: "We are delighted that we can now offer audio companies what they desire: the opportunity to demonstrate their products to full effect within the Fira. Audio plays such an important role in the creation of

unique AV experiences it's only right that we can feature it fully at ISE."

In addition to the demo rooms in Hall 8.0, there is also an outdoor demo area between halls 5 and 7 with a rotating programme of audio demos.



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Delve deeper into disruptive technologies at IOTSWC

Integrated Systems Europe has teamed up once again with IOT Solutions World Congress (IOTSWC), the largest international event devoted to industry transformation through disruptive technologies. Together, the two events will present an unparalleled ecosystem for digital transformation to professionals from many industries.

Visitors to ISE will be able to access the IOTSWC exhibition areas at no extra cost, with attendees registered to any of the ISE conferences also benefiting from a 50% discount on the IOTSWC congress programme.

IOTSWC runs from 31 January-2 February in Hall 4 of the Fira. Its aim is to explore trends in digital transformation



Transformative technologies that will have major business impact will be on show in Hall 4

helping attendees to create a roadmap to navigate the opportunities and risks, while focusing on the technologies that will have the greatest business impact.

In addition to exhibition space, the event also includes a congress programme based around six tracks: Industry IoT, AI, Digital Twin, Edge Computing, Augmented Reality and 5G.

Sessions here include Michael Grieves, Digital Twin Institute executive director, discussing 'Digital Twins and IoT: Integrating the Physical and Virtual Worlds'; Hologram CTO and co-founder Pat Wilbur

and Zach Diebold, lead software architect at Cowboy, in a session entitled 'Uncovering Opportunities in IoT'; and a panel discussion on 'The Journey to Sustainability through Enabling Technologies'. This features Ron Zahavi, chief strategist for IoT standards at Microsoft; David McKee, Slingshot Simulations CEO, CTO and founder; and Anne Emberson, area vice president, Nalco Water.

IOT Solutions World Congress takes place from Tuesday 31 January to Thursday 2 February in Hall 4.

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Organised Tech Tours go behind the scenes of major Barcelona installations

The popular Tech Tours programme is returning for ISE 2023, taking visitors behind the scenes of major AV installations in Barcelona during all four days of the show.

This first ISE Tech Tour is a trip to Casa Batlló, one of the world's most famous UNESCO World Heritage Sites, from 09:30 to 12:30 on Tuesday 31 January.

Guests will be given a tour of Casa Batlló, discovering the multi-award winning Gaudí Cube, Casa Batlló 10D Experience and Gaudí Dome.

Also on 31 January, from 13:00-17:00, a group of ISE Tech Tour guests will step inside the metaverse on a visit to DALÍ: CYBERNETICS touring at IDEAL Centre d'Arts Digitals de Barcelona.

The experience lasts 90 minutes, including a 15-minute show where visitors can step into the metaverse using a digital avatar to walk around in the surreal, dreamlike space with total freedom of movement. ISE guests can even interact with fellow guests in real time.

The entrance lobby of the Diagonal



The 50sqm L-shaped wall and ceiling LED display at Diagonal 123

123 office building will be the location of the Tech Tour on 1 February, taking place between 09:30 and 12:00.

Carlos Delgado, director of operations at audiovisual engineering specialist LED Dream Group, will be on hand to explain the project, covering objectives and challenges as well as the creation, design and implementation of a 50sqm L-shaped wall and ceiling LED display, office-wide digital signage systems and the creation of 2D and 3D content.

On 1 February between 20:00 and 22:00, Tech Tour guests will be able to enjoy a specially curated evening with Xavier Sagrera Serrano, technical director at Gran Teatre del Liceu.

The tour coincides with the first

rehearsals for an operatic production of *Macbeth* (16 February to 3 March 2023) and guests will be given a unique perspective of technology requirements by the set designer and producer.

The final Tech Tour will take place at El Prat Airport on the morning of Friday 3 February. The specially curated technology-focused tour will be presented by out of home experts Exterior Plus. It will reveal the fully digital super-sized signage systems installed throughout El Prat Airport, the entry gate for many visitors to Barcelona.

Capacity for all tours is strictly limited and spaces are available on a first-come, first-served basis. Transport to and from Fira Barcelona is provided.

Standing out from the crowd

The Stand Design Awards, organised by EXHIBITOR magazine, will return for a sixth edition at ISE 2023.

Every stand on the show floor will be automatically entered into the awards and judged on-site by an international panel of designers, marketers and exhibition industry experts.

Finalists will be selected in four size-based categories: Best Small Stand (30sqm or less); Best Medium Stand (31-69sqm); Best Large Stand (70-249sqm); and Best Extra-Large Stand (250sqm or more).

EXHIBITOR magazine editor Travis Stanton and deputy editor Brian Dukerschein will be at ISE to complete the initial round of judging to select the finalists.

Up to 10 finalists in each category will be selected, notified on the show floor, and presented with a plaque by Wednesday 1 February. The winners will then be announced at an awards ceremony on Thursday 2 February.

The Stand Design Awards will take place on Thursday 2 February on the CEDIA Smart Home Technology Stage in Hall 2 (stand 2F350) at 16:00.



ISE's Mike Blackman at the 2022 Stand Design Awards

Content Production & Distribution Zone to make its debut in Hall 6

Anyone interested in the fascinating world of content production should make time to head to the new Content Production & Distribution Zone in Hall 6 of the Fira.

The zone will host an array of technology leaders, showcasing innovations in everything from giant screens to 360° cameras.

The Catalan Audiovisual Media Corporation (CCMA) will be sharing its experience in immersive production and new audio and image transmission systems on its stand. Throughout the show, visitors will be able to see how 360° cameras are used to create content for a live broadcast of 'human towers', a Catalan tradition in which men, women and children stand on each others' shoulders to make a structure up to 10 people high.

The Content Studio by GRUP MEDIAPRO will use the Unreal Engine platform to showcase live content production and post production throughout each day of the show. This will include interviews conducted with senior executives programmed and hosted by Florian Rotberg of invidis, chair of the Digital Signage Summit, alongside senior executives from MEDIAPRO and ISE.

Absen will be hosting an Esports & Gaming Showcase, with support from PSCo and Big Purple Productions. This feature will highlight the latest LED displays designed for gaming and esports, together with the technologies required to create, capture and distribute gaming content. A real-life 1-2-1 gaming league will run throughout ISE, with prizes awarded daily and a grand prize at the end of the week.

VP XR Theater by Alfalite & Brainstorm will show a complete XR, AR, MR & VR environment within a 90° Alfalite LED wall and Brainstorm InfinitySet ready to work with multicamera, high frame rate, ultra low latency, smooth shooting to generate graphics



Absen will host a real-life 1-2-1 gaming league during the show

in real time, teletransportation and virtual reality for broadcast, film, hybrid event, advertising and educational markets.

In addition, INFILED will showcase a giant LED screen mounted in a housing measuring approximately 18sqm; Virtual Reality Integration by SONOS & Brainstorm will demonstrate how technology from the two companies can be used to create virtual reality backgrounds for speaker presentations; and Newtonlab Space will showcase The Shop Window, an impressive LED display that high-end retailers can use in place of real-life stock items in their storefronts.

The Content Production & Distribution Zone is located in Hall 6.

Meet the recruitment challenge

As the shortage of talent continues to be an issue for many across the AV industry, the Talent & Knowledge Summit will bring together business leaders to discuss how organisations can adapt and propose strategies of value and impact to help them attract and retain talent.

The Talent and Knowledge Summit is one of a number of events produced by the Impulsa Talentum XXI Foundation.

Speakers include Sergi Sagas, Hyperreal CIO; Frank Perkins, CEO at Inari; and Guillaume Pasquet, Oracle Applications, Spain & Portugal director.

The Talent & Knowledge Summit takes place on Thursday 2 February from 10:45 in room CC4.



Hyperreal's Sergi Sagas will discuss the metaverse at the summit

Senior America's Cup executive to give ISE keynote

Stephen Nuttall, principal at First Decide and managing director, media of the America's Cup, will be delivering a keynote address on Wednesday 1 February.

He will be talking about the AV and broadcast technology innovations that will be used in coverage of the next America's Cup, which will be held in Barcelona in 2024.

Nuttall has over 30 years of experience working as a senior executive and consultant in the sports, media and digital industries, including as senior director at YouTube and as a member of the Ofcom Content Board.

He established First Decide in 2011 to help sports and entertainment companies take advantage of the opportunities created by changes in the media industry driven by technical innovation.

Stephen Nuttall's keynote will take place at 17:30 on Wednesday 1 February.

A reason to celebrate

The 2023 Inavation Awards, powered by Inavate and ISE, will return for their 17th edition on the evening of Tuesday 31 January. Celebrating the very best of the professional AV industry, this year will see 11 Project Awards and 10 Technology Awards being presented, along with the all-new Company of the Year Award, which combines the Business Awards into one overarching prize.

International guests including pro-AV system integrators, AV/IT/workspace consultants, end user clients, as well as manufacturers and distributors are expected to be part of the event, which will be held at MNAC, the National Museum of Catalan Art in Barcelona.

Inavate magazine's group publisher & director of content Anna Mitchell said: "We are delighted our 17th annual awards programme is being staged at the MNAC, continuing our close partnership with ISE."

"We can't wait to meet with our ever-growing membership of decision-makers and ISE attendees in such grand surroundings. Whether you're a finalist or not, this is one of the best networking opportunities during ISE."



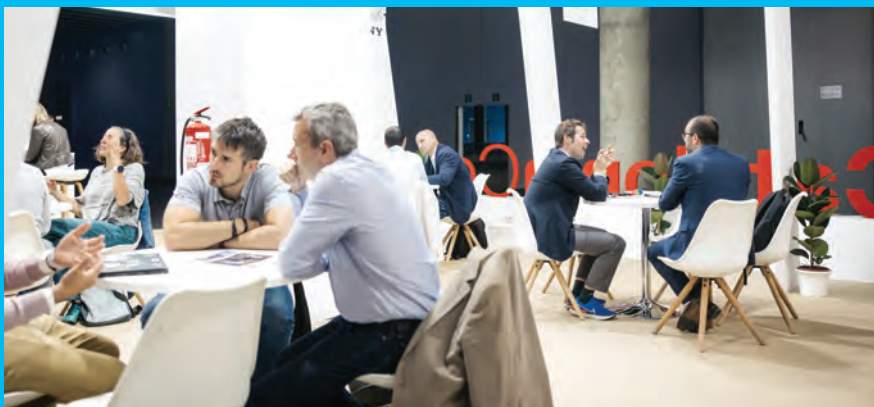
Winners in 2022 included Kraftwerk Living Technologies, who took home the Visitor Attraction accolade

The 17th Inavation Awards will take place at the Museu Nacional d'Art de Catalunya on the evening of Tuesday 31 January. For further details, and to be part of this special event, please visit www.inavationawards.com.

Innovation in focus for ACCIO challenge

The Catalonia Pavilion in Congress Square will host the 2023 ISE Open Innovation Challenge, organised by ACCIÓ (the Catalonia Trade & Investment agency) and Enterprise Europe Network. The challenge is a matchmaking initiative, where corporations look for new technologies and solutions partners to help solve specific business issues.

"The Open Innovation Challenge was a great success last year, so we're delighted to be back for ISE 2023," said Carles Gómara, business strategy at ACCIÓ. "We currently have nine Catalan corporations lined up for your pitches. This B2B event offers the opportunity to create alliances with new local and international partners and participation is free of charge, so sign up and get involved!"



Nine Catalan corporations are currently lined up to take part

Llum BCN to light up Barcelona

Barcelona's Poblenou district, approximately 10km north-east of the Fira, is set to come alive with light during the Llum BCN light festival, which takes place from 3-5 February. Light artists will present installations that will transform the urban space within Poblenou. When darkness falls, large modern buildings, old industrial buildings and chimneys, and even vacant plots of land will become backdrops to large-scale projections and audiovisual displays, created by artists and students from local schools of art, design, lighting and technology as well as established international artists.

Running across the three evenings, the festival is expected to attract 200,000 spectators. Access to the event is free of charge. ISE is pleased to be a sponsor of Llum BCN.

Installation NEWSLETTERS



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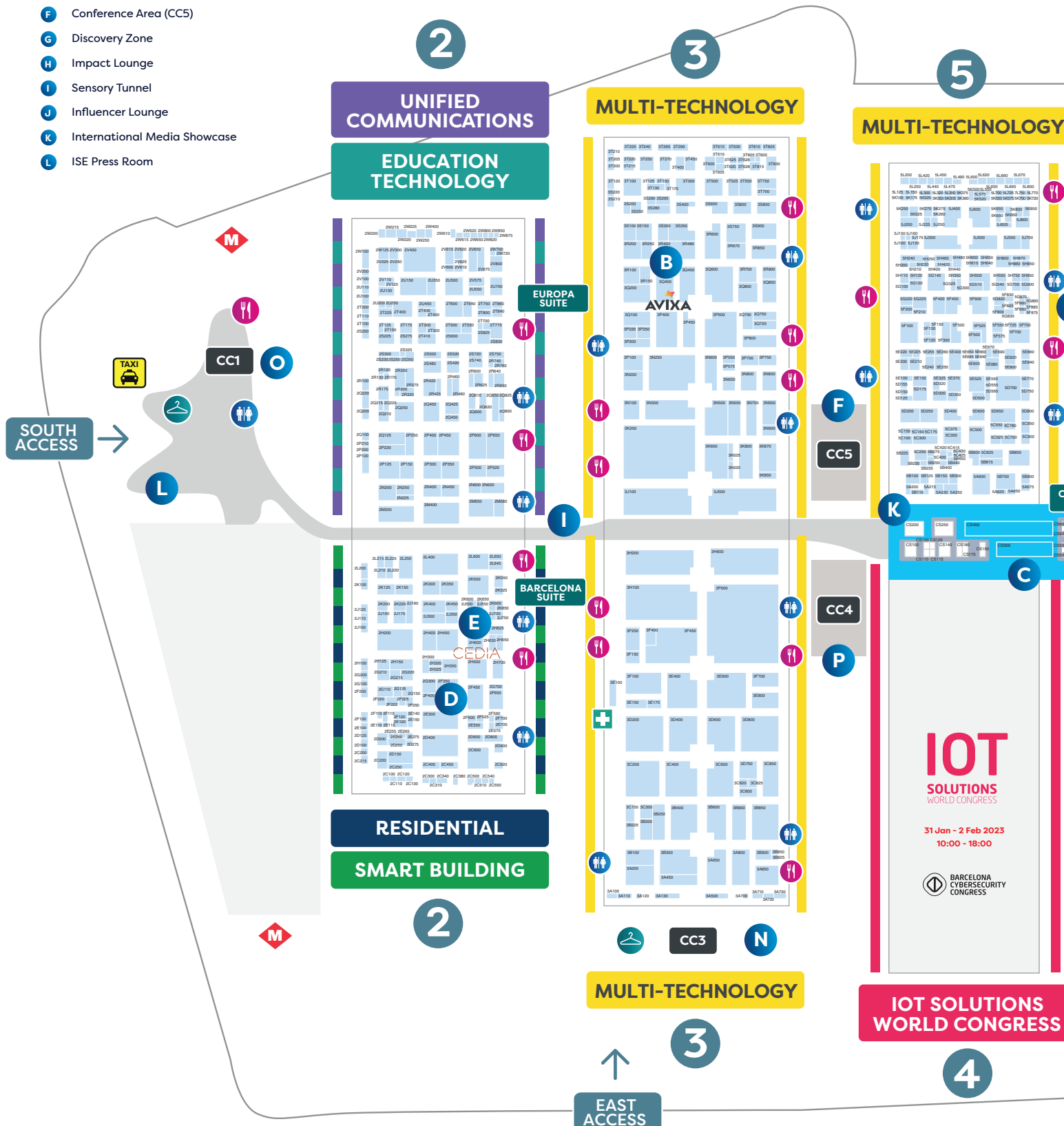
As of 20 January 2023

Show Features

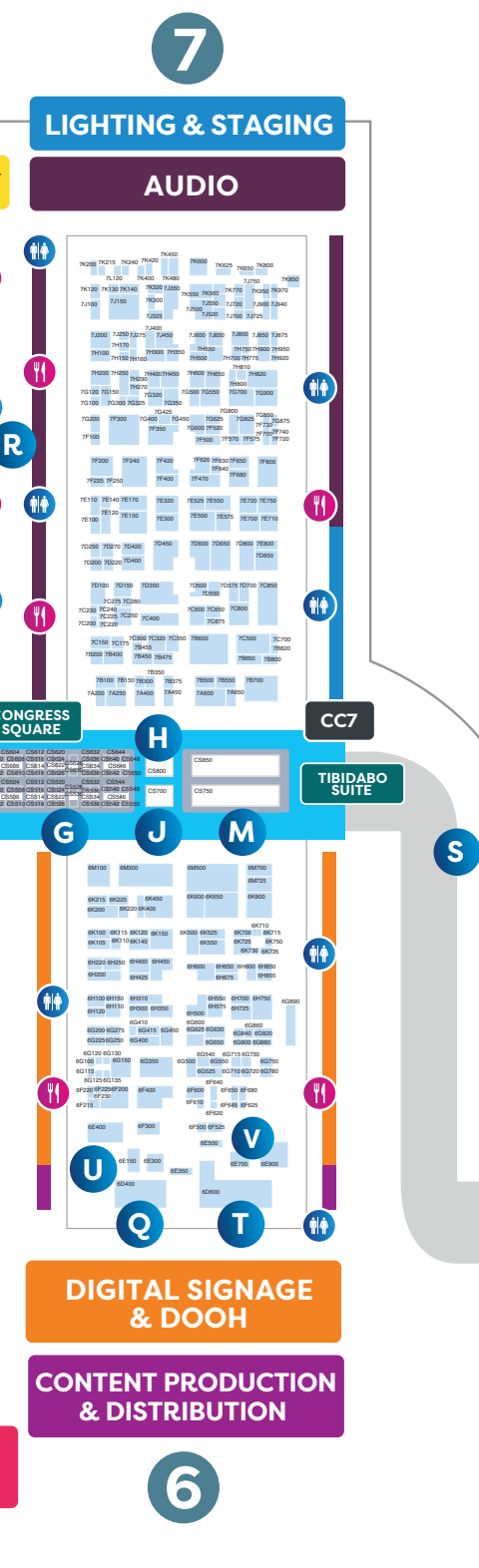
- A** Audio Demo Rooms
- B** AVIXA Stand
- C** Barcelona City Council Stand
- D** CEDIA Smart Home Technology Stage
- E** CEDIA Stand
- F** Conference Area (CC5)
- G** Discovery Zone
- H** Impact Lounge
- I** Sensory Tunnel
- J** Influencer Lounge
- K** International Media Showcase
- L** ISE Press Room

- M** Networking Area
- N** Organiser's Office
- O** Smart Home Technology Conference
- P** Tech Talks Area (CC4)
- Q** TV3 Studio
- R** Outdoor Audio Demos

- S** Visual Art Exhibition by WindowSight
- T** Content Studio by GRUP MEDIAPRO
- U** Esports & Gaming Showcase by ABSEN
VPXR Theater by Alfalite & Brainstorm
Screen your creativity by INFILED
- V** Virtual Reality Integration by SONO & Brainstorm
The Show Window by NewtonLab Space



As of 20 January 2023



Exhibitor	Stand
[luhk-ee]	2K200
1 Sound (NEW)	7H600
12 dodicifacce	7J520
1Vision.lu	6F600
2N	2J150
3D Storm - NewTek	5F120
4EVAC - Hacousto Holland BV	7C350
4thewall	5C175
7thSense	5E250
A	
AAEON (NEW)	6H855
Aavara Innovation Corp.	5C525
Absen	3N300, 3B800
Esports & Gaming Showcase by ABSEN	6E150
ACCENTA Music & P.O.S GmbH	6H800
Acclaim Lighting LLC	7C500
Accordia sa	2L400
ACT POWER	5A215
ACTUWARD (NEW)	7J650
Acustica Beyma	7H550
Adam Hall Group	7C850
Adamson Systems Engineering	7F200
Adder Technology	5D400
Adeo Screen - Adeo Group - Screen Research	2L600
ADI	5E840
ADJ Supply Europe B.V.	7C500
ADTECHNO Inc.	5H440
ADTEL	CS400
Advanced Silicon S.A.	2Q220
Advantech	6K140
Advantech Europe BV	5J225
AED Group	3N550, Demo Room B10
AEQ	CS550
AET Displays Limited	3S900
AFIAL	7H350
AFMG Technologies GmbH	CS630
Agora	7K970
AIMS Alliance	5J550
AirParfum Timeless	CS400
Airtame	2S350
Airzone	2H700
AIXONTEC (NEW)	CS622
AJA Video Systems	5J620
Akasa (Europe) Ltd.	6K730
AKUVOX	2L650
ALC NetworX	5F500
Alcons Audio	7K600
ALFALITE	6H310
VP XR Theater by Alfalite & Brainstorm	6E300
Alfred Smart	2G220
Algam	7D400
ALGO	2T450

Exhibitor	Stand
ALLDSP GmbH & Co. KG	7H270
Allen & Heath	7F300
ALLEO	2Q610
Alpha Loop	CS514
Altair	7J700
Aluvision	6G350
Amadeus	7F225
Amadeus Acoustics GmbH	7G100
Amate Audio	CS400
AMC Baltic	7A450
AMD-Xilinx	5D300
AMERIA AG	6F400, CS100
Amino Communications LTD	5F575
Ampetronic	3B900
Amphenol	7C280
AmTRAN Technology	2W620
AMX	3F450
Analog Devices	5C250
ANALOG WAY	3F250
AnDisplay & Shenzhen Decenta	3T170
Angelis Technology	2T300
Anixter	2S480
ANK DISPLAY CO., LTD (NEW)	6G840
AOTO	3A850
APANTAC	5G540
APEX	7F575
Appspace	2N250
Arbane Groupe	7B100
Arbor	3C300
Area Four Industries	7B700, 7B800
AREC Inc.	5D560
ARHT	5K660
Arius	6F640
Armagard	6G275
ARRI	7D850
Arrow Intelligent Solutions	6G630
Artcoustic	2E120
Arthur Holm	3P200
ARTIXIUM FRANCE	3T450
Artnovion	5E820
Artome	2S225
ARTTS	5G140
Aruba Instant On	2Q225
ASCENDO Immersive Audio GmbH	7E110
Ashly Audio	7A400
Ashton Bentley	2S480
ASM	7D575
Astera	7A650
Astrogate	2R760
ATEIS Europe B.V.	7D350
ATEN	5D650
AtlasIED	3R670
Atlona	5J500
Atomos GmbH	5F210
AUDAC	7D450
Audibax	7H820
Audinote	3R100
Audio Pro Business	7E525
AUDIOCENTER	7D100
AudioCodes (NEW)	2U550
AudioControl	2K300
AUDIOFOCUS	7H400
AudioPressBox	7F250
Audio-Technica LTD	3P450
Audiotonix	7F300
AUO Display Plus (NEW)	2V575
Aura Audio	7K240, OD2
Aura Vision	3C150
AUREA Speakers	2H125
Aurora Multimedia	3B225
Australian Monitor	7D220
AuviTran	7K970
AV EMEA BV / StormAudio	2H150
AV LINK GROUP LTD.	5B815
AV Magazine	5B850
AV Plates	5J150
AV Stumpf	3B600
AVA LED SCREEN	6H725
AVA Vision Inc.	6H675
ave Stuttgart (NEW)	7K550

AUDIO DEMO ROOMS (8.0)

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Exhibitor	Stand	Exhibitor	Stand	Exhibitor	Stand
AVer Information Europe B.V.	2R320	Cinema Luxe	2G700	DSeeLab Hologram	6K115
AVI Latinoamerica	CS150	Clay Paky Spa	7D700	DSIPC	6G250
AVI-SPL	2N200	Clear-Com	5G820	DSpecialists GmbH	7A200
AVIXA	3R400	ClearOne	2V650	DTEN	2R350
AVIXA Xchange Live	3Q400	Clebex LLC	2U500	D-Tools, Inc.	2K500
AV-LEADER CORPORATION	7F570	CLETECH	3T400	DVDO, Inc.	5H870
Avocor	2P220	Clevertouch	2N400	Dynacord	3A650
Avonic	2R375	CLF Lighting	7C800	DynaScan Technology Inc.	3B400
AVPro Edge & Murideo	5D175	Cloud Electronics Ltd	7B375	E	
Axeos	2T640	CLOVER (NEW)	5K350	EAE Technology	2L400
Aximmetry (NEW)	CS626	Coda Audio	7G825, Demo Room E4	EARPRO-EES	3P400
Axiomtek Co., Ltd.	6H575	Colorlight Cloud Tech Ltd	3R700, 3S750, 3R250	easescreen	6M300
Ayrton	7B550	Comm Products Technologies	2N225	EAW	7K140
B		Conen Group	3E800	Ebantic Systems SL	CS400
B&C SPEAKERS	7G320	Conessioni	CS180	ECLER	7C400
BalanceBox®	2R600	Contacto Systems Ltd	7B350	EDBAK	3S150
Barcelona City Council	CS300	Content Studio by GRUP MEDIAPRO	6D600	Eelectron SpA	2L400
Barcelona Turisme	CS175	Controltronic	2L400	ekey biometric systems	2L210
Barco	3D400	CoolAutomation	2C200	Elation Professional Europe B.V.	7C500
Barix AG	7B150	Cordial GmbH	7J750	ElecCard	6G130
Barnfind Technologies	5H750	Cornered Audio	7K300	Electro-Voice	3A650
Basalte	2H200	Cosmi Full Color S.L	6H650	Element One	5D500
BeamZ / Power Dynamics (NEW)	5F700	COTINA CO.,LTD.	7B300	Elitegroup Computer Systems CO., LTD.	2R740
BEC Akustik	5E770	Craltech Electronica,S.L.	5C780	ELKO EP, s.r.o.	2M680
Beckhoff Automation	5F600	CreateLED Electronics Co., Ltd.	2P500	Elo Touch Solutions	3R150
Bendel & Schrade GmbH	CS638	Creative Technology (NEW)	5G225	EM Acoustics	7J725
Biamp	3D200	Crestron	3H100	Emelec ViasCom (Cables)	7H800
BIGMINDZ BUSINESS SOLUTION PRIVATE LIMITED	CS506	Crestron	3H200	EMKO Case a.s.	5E260
BirdDog	5C375	CREWBOOKING	5G140	ENCO SYSTEMS, INC.	CS544
Bi-Search Korea, Inc. (NEW)	3T750	CUE, a.s.	3E175	EOGO Sound (Shenzhen) Co., Ltd.	7F740
BISHOPSOUND LTD (NEW)	CS532	CVTE	2N620	Epiphan Video	5B250
Black Box	5D600	CYP UK Ltd	5A250	EPOS Group A/S	2T410
Black Nova (NEW)	2K600	Cyviz	3D800	Epson Europe B.V.	3J100
Blackfish	CS400	D		Equipson Group	7B600
Blackmagic Design	3C200	d&b audiotechnik	7E150, Demo Room E1	Ergonomic Solutions	3T130
BLAZE AUDIO	7J500	Dahua Technology	2J300	Esports & Gaming Showcase by ABSEN	6E150
Blit	CS400	Daktronics	3B250	ESTUDIO GURUGU	CS300
BlueJeans Network	2S490	Dali A/S	2D800	eten Technologies Inc.	2E260
Bluesound	2G110	Da-Lite	3N500	Ethereal	2L220
BluOS	2G110	Dampf Hotel Audio (NEW)	7K215	EUNO DISPLAY (NEW)	6H220
Blustream	2F450	DANACOID	5B225, 6K800	EURECAT	CS400
BOE	3T100	DAS Audio	7E500	Euromet	3K620
BoldVu® (NEW)	6G525	Datapath	3N950	European AV Group	3F450
Bolin Technology	5H110	Dataton	3N650	Eurotruss (NEW)	7D800
Boom Collaboration	2T150	Datavideo Technologies Europe BV	5C300	EvertzAV	5E220
Bosch Security Systems B.V.	3A650	Delta Electronics	3D750	Evvr ApS (NEW)	2J125
Bose Professional	2N600	Deltacast	5C550	EXACT solutions	2K500
BOUYER	7J550	DEMCO CSI	6F525	Exertis	5J600
BrandYourShoes	CS125	DENEVA (NEW)	6K725	EXPELEC (NEW)	5E690
BRICKKEN	CS300	DEPTHEN	5G140	Expromo Europe A/S	3S280
BrightSign	6H450	DESAY	3S850	Exsita Technology Co., Ltd (NEW)	5G895
BRNA Display Technology(Dongguan) Co.,Ltd	2U130	designflow	2G700	EZ Acoustics	7F640
Broadsign	6H300	DEVIALET	2L645	EZCast Pro	2S720
Brompton Technology	3S800	Dexon Systems Ltd.	5G220	F	
Broomx	CS300	DH ELECTRONICS	7L120	Fabulux Led	6M500
B-TECH AV MOUNTS	3P800	Dicolor	6K450	FACE	7D270
Business France (NEW)	5J400	DiGiCo UK	7F300	FaitalPRO	7J800
By Demes Group	2C450	digiLED	3C820	Fanvil (NEW)	2J110
BZBGear (NEW)	5J200	Digital Projection	3K800	Faradite	2D275
C		DIGITUS by ASSMANN	5F200	Fasttel	2J100
C SEED	2J175	Dimasa	5H870	FBT Elettronica SpA	7E320, 7D150
C2G	3N500	DirectOut Technologies	7F700	FENIX STAGE	7J350
Canon Europe	3A800	Dise	6G550	Fibernet (NEW)	5J120
CAT - California Audio Technology	2E700	disguise	5J300	FIDA- Olisoft	6H600
Catalonia Pavilion	CS400	Disney Cruise Line	5E650	FISHBONE Design Co., Ltd. (NEW)	2F220
Catalunya Media City - Government of Catalonia (NEW)	CS250	Displax	3S400	FlatFrog	2R480
CatchBox	2R640	Display Apps	2F200	Flexson	2D600
CAYMON	7D450	Displayforce	6G650	FLUX:: Immersive	7F630
Cedat85 - Cabolo	3B200	DISPLAYMEDIA	6G500	Flylights LED Displays (NEW)	CS528
CEDIA	2H600	DisplayNote Technologies	2R460	Flytech Technology Co., Ltd	6H120
Centron Design Co., Ltd.	5E640	Displine (NEW)	2G125	FOCAL	2E300
CERASONAR	2E255	Disteck	5G510	Focusrite Pro	7H100
Chainzone Technology (Foshan) Co. Ltd	6K600	DIVUS	2G210	Fohhn Audio AG	7B475
Changchun Cedar Electronics Technology Co., Ltd.	3T500	DNH Loudspeakers	7B200	Fonestar	7C600
Charmex AV Technology	5H500	domeprojection.com / project: syntropy	3P575	FORTES interactive, s.r.o.	5E255
CHAUVET Professional	7E800	Domonetio	2G210	Foshan Chanstek Audio Co., LTD	5E660
Chief	3N500	Dong Guan RioTouch Technology Co., Ltd.	7G875	Frameled	3T815
Christie	3K600	DoorBird	2G150	FrenchFlair Audio / Frenetik / Green-GO	7C650
Chromateq Lighting Control	5F850	Dreamvision/Cineversum	2E550	FRENEXPORT	7E720
		Dronepixel by Ehang	CS606	FSR Inc.	5H870

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Exhibitor	Stand	Exhibitor	Stand	Exhibitor	Stand
Fugo	CS538	IKinor (NEW)	2V600	Korbyt	6K710
FUJIFILM Electronic Imaging Europe GmbH	3T525	IMAGO	CS610	Kordz	2F450
Fulcrum Acoustic	7H900	IMMERSIUM STUDIO	CS300	Kramer	3B300
Funktion-One	7J600	Inavate	3P700	Krix	2D150
FunTech Innovation (NEW)	2S200	INFiLED	3R600	Krystals	5E800
G		Screen your creativity by INFiLED	6E350	KTC	2R175
Gatech Technology (NEW)	5H220	INFINITUS	6G450	KUDO	CS178
Genelec	2H325	InFocus	2S750	KUMUX	CS400
Geratech (NEW)	5H460	inlea	CS504	Kuori	3P220
GESAB	5E150	INMERSIA	CS300	L	
Giada	6G625	INNOCN (NEW)	2V225	KV2 Audio	7G550, OD4
GIGAIPC	5G325	Inogeni (NEW)	2T430	L-Acoustics	7F240
Gira	2L225	INOTOUCH TECHNOLOGY CO. LTD	6H425	L-Acoustics Creations	2H300
GlenSound (UK)	7G300	Int 3	2J190	LAIA	2T175
Global Room	CS400	IntelliEvent	5K700	LANG AG	3H600
Global Signage Alliance	6F645	Interactive Scape GmbH	2Q220	Lango Technology	2T225
GLORY (NEW)	5H420	Inter-M	7C250	Lanner Electronics	5A200
Glory Star Group Ltd.	2Q200	Interspace Industries	5C430	LatticeWork - Amber Home Cloud AI (NEW)	CS530
GLP German Light Products GmbH	7B650	Intesis	2L400	Lavinia Services Audio i Video SL	CS400
G-Max Technology Co., Ltd.	5H210	intoPIX	5G140	LAVOCE Italiana	7G150
GOAL SPORT software	5H850	IntuiFace	6K700	Lawo AG	5F500
GoBright B.V.	2U350	INVELON	CS400	LCD	CS616
GoMax Electronics, Inc.	5F885	ioversal (NEW)	5K275	LDA Audio Tech	7F500
Gonsin Conference Equipment Co.,Ltd.	5B125	IPDOOR	2G215	LEA professional	7J100
Good Way Technology Co., Ltd.	2S830	IPEVO B.V.	2R300	LEDECA	6M100
Google	2P125	IQ	2H650	Leder (NEW)	5E200
Goowaa Innovation Technology	2S325	iRidium mobile	2L400	LEDMAN	6K650
GPA	2R420	IRLAB Limited (NEW)	CS632	Ledscontrol	CS400
GRAND DAGU CO., LTD	7H775	iRoom	2H100	Ledtop Visual (NEW)	6H750
Grandstream Networks	2S600	ISCVE (NEW)	7K850	LEEED (NEW)	CS548
GREAT Britain Hospitality Area	5C415	ISE Impact Lounge	CS700	Legrand AV	3N500
Green Audio Video	2E140	ISE Influencer Lounge	CS800	LEMO Connectors	5G300
Gtek Electronics Inc (NEW)	6K200	ISID (NEW)	CS620	Lenovo	2P350
GUANGZHOU CHANGJIA ELECTRONIC CO.,LTD	2T860	ISINAC	7C200	Leon Speakers	2K500
GUDE	3A500	iSmart Video	2T110	Leyard	3D800
Gutermann & Drunck GmbH	5F320	iSolution (NEW)	2T125	LG Electronics	3K200
H		IT GmbH	2L400	Li.LAC	CS516
HAGOR	3R480	ITARES	CS400	LianTronics	3A200
Haivision	5J175	IWORKHUB LIMITED	2K100	Liberty AV Solutions	5F550
Hall Technologies	5E240	J		Lightking	3N850
Hanshin International Ltd	2R425	Jabra	2P600	Lightware	3N200
Harman International Industries	3F450	JAES AUDIO TECHNOLOGY (KUNSHAN) CO.,LTD	7C225	Likylin (NEW)	5B100
Harman Luxury	2H450	Jalinga	2V610	LILIN UK	2L200
HB-Laserkomponenten GmbH	6G600	Jamanet (NEW)	2T750	LINDY	3R900
HCTek	2R625	Janus Technology	CS542	Link	5E860
HDANYWHERE	3Q200	JAV (NEW)	2T550	Listen Technologies	3P750
HDBaseT Alliance/ VALENS	2M650	Jave Yuan (NEW)	7H950	Litemax	6F650
Herta	CS400	JBL Professional	3F450	Lithe Audio	2E150
Highlite International	7D600	JCVISION (NEW)	2Q100	LOGION	5G140
Hikvision	3T300	JD-MEDIA Co., LTD.	7F420, 7G350	Logitech	2M400
Hisense	2U150	Jetbuilt	5C700	LONGRUN LED	6M500
HiteVision (NEW)	2U100	JK Teck Co., Ltd (NEW)	5B300	Lonton Group (NEW)	2V110
HK Audio	7F400	JNM Display (NEW)	3T600	Look2innovate SA	3A720
HKC (NEW)	3T215	Joan Workplace Management	2R120	LOTRONIC SA	7U450
Hollyland Technology	5E225	Jocavi	7H150	LP Display	3S750
HOLMIOS	5H640	JOYNED	CS648	LTT Group	7K320
HOLOPLOT	7G700, Demo Room B2	JR VISUAL TEC	3T628	LUCKY TONE, LIKE AUDIO, SPIRIT	7C230
Holzmedia	7B450	JTS PROFESSIONAL CO., LTD.	7H250	Lumens Digital Optics Inc.	5B600
HOMNI ELECTRONICS CO., LTD	7K950	JUNG	2K125	Lumi Legend Corporation	5A675
Hubei Yihang New Material Technology Co., Ltd	2F115	Jupiter Systems	3N100	Luminex Network Intelligence	7D270
Humanizing Technologies	CS546	Just Add Power	3Q200	Lutron	2L250
Humanteknik Division Auditoropa	7G500	JWIPC	6K525	Luxul	3N500
Humly	2R650	K		Lynx Pro Audio	7G800
Hunan YESTECH Optoelectronic.CO.,LTD	3K870	K-array, KGEAR, KSCAPE	7F350	Lynx Technik AG	5C780
HYPERVSN	5C100	KAUBER	2H630	M	
Hypex Electronics BV	7D250	KENEON	2Q620	MA Lighting	7A600
I		Kern & Stelly Medientechnik	3P400	Macnica Americas, Inc.	5E670
i3 Engineering (NEW)	CS640	KEVIC, Inc	7G350	Macro Image Technology (NEW)	5H250
i3-Technologies	2Q425	KF Srl Societa Benefit	6H200	MACROBLOCK, INC.	5H240
IAdea Corporation	2U250	Kindermann GmbH	2V675	MADRIX	2F100
IBASE Technology Inc.	6K500	Kinglight	3S290	Magewell Electronics Co., Ltd.	5H200
iBoard / Starboard	2P100	Kingone (NEW)	2V200	MAIOR	2K550
ic audio GmbH	7F470	Kinson s.a.	7E550	Martin Audio	7H100, 7H200, Demo Room F1
ICOMPLUS ELECTRONICS	5F830	Kling & Freitag GmbH	7E120	Martin Professional	3F450
iDISC Information Technologies	CS400	Klippel (NEW)	7K400	MARVUT TECHNOLOGIES	CS400
iDma.cc	CS646	Klotz AIS	7D650	MASCOT	5F725
IDK Corporation	3F150	KNX	2L400	Matrox	5C500
Igloo Vision	5D320	KÖNIG & MEYER GmbH & Co. KG	7D650	Maverick	3Q600
IHSE & kvm-tec	5E525	Konka E-Display	2P150	MAXHUB	2P300
iiyama	3S350	Kontron	5B275	McIntosh Group	2C220, 2D200

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Exhibitor	Stand	Exhibitor	Stand	Exhibitor	Stand
McLELLAND	7K560	OKTICS	CS400	Qbic Technology Co., Ltd	2F650
MEDIA ELECTRONICS S.L.	CS400	OMB srl	3A700, 3A710	QIANG LI LINARLED	6K215
MediaStar by Uniguest	5D350	Omega Pro Audio	5C420	QMotion UK	3N500
Merging Technologies	7F630	Omnios	CS400	QOMO	5G830
Mersive	2V300	One Display Limited (NEW)	6F680	QSTECH	3Q100
Meyer Sound	5F100	OnSign TV (NEW)	6H400	Q-SYS	2V400
Microchip	CS510	oomnis	CS624	QUIVIDI	6G720
Micron (NEW)	3A450	Ophit Co. Ltd.	5A625	R	
Microsoft	2P450	OPTAV TECHNOLOGY CO., LTD	CS518	R&D Team Software Development	7K400
Middle Atlantic Products	3N500	Opticis Co. Ltd	5A220	RAKO CONTROLS LTD.	2K450
Midwich Group	3P400	Optimal Audio	7H100	RAM Audio	7G325
Mighty Tough Cases	CS524	OPTIMUS	7F620	Rapidmooc Inwicast	2U200
Mimo Monitors	5B900	Optocore	7J900	Rational Acoustics	7K480
Minrray	2T100	Optoma Europe	3D600	RCF	7J150
MIPRO	7E700	Optowell Co., Ltd	5D555	Rcstars	6E400
MobilePro	3P400	Opus	CS602	Real Cable	2J190
Modulo Pi	5E210	Opus Technologies	7H500	REALITY TELLING	CS300
MojoSteel (NEW)	3T120	Oray / Erard Pro	3N700	Recience (NEW)	3Q850
Moka Technology (NEW)	2S500, 2S520	Out. Board TiMax	7J875	Relacart Electronics Co.,Ltd	7E100
Mondiale Publishing Ltd	7C300	P		Renkus-Heinz	7F680
Monitor Audio Ltd.	2H500	P5	2F250	Rentall (NEW)	7E710
MOOVIA	2H320	PADS4	6H250	Revolution Acoustics Ltd.	7K625
Mo-Sys Engineering	6H310	Pan Acoustics GmbH	7E170	Revox Deutschland GmbH	2L215
Moviik	3S400	Panaro	7H700	RF Venue	CS604
MRMC	5B450	Panasonic Connect Europe GmbH	3J500	RGB Spectrum	3K850
MSE Audio	7A400	Papercast Ltd (NEW)	6G820	RGBlink	6M500, 5A600
MSOLUTIONS	2G300	Partilink	3A110	Rich Source Precision (NEW)	2W250
Multibrackets Europe AB	3R200	Pascom Co., Ltd	7G400	Ricoh	2T600
MultiCAM Systems	3C825	PASO SPA	7D150	RIEDEL Communications	5F450
MultiTaction	5K800	PEAVEY COMMERCIAL AUDIO	7C150	Rithum (NEW)	2G100
Multivis (NEW)	5K360	Peerless-AV	3F700	RME	7C275
Multivision Screens	3K625	Penn Elcom GmbH	5B150	ROBE	5B110
MuxLab	5E600	Pequod Acoustics	7H650	RoCamRoll (NEW)	CS526
MVI AudioVisual	3A100	Percon Export S.L.U.	7H450	ROCKWARE CORPORATION	CS534
N		Perenio	6G650	ROE Visual Co.,Ltd	3C850
NAD Electronics of America	2G110	Pexip AS	2U110	Roland	5H120
NAOSTAGE (NEW)	5D700	Pharos Architectural Controls	7B500	RONDSOON (NEW)	7J400
NAPOFIX	3S295	Philips professional displays	3P600	ROOMDIMENSIONS	5F525
Narvitech	5E640	PHOENIX AI	5G140	RPG	5H480
NAVORI LABS	6H350	Pinanson	7J850	RPG TECHNOLOGY	6F300
NAW Performance Audio (NEW)	7F730	Pioneer DJ & Pioneer PRO AUDIO	Demo Room F3	RTI	2K150
NEARITY	2T320	PIXELDREAMS	CS300	RTS	3A650
Neat	2T400	Pixelhue Technology Ltd	3B850	Russound	2K500
Neomounts by Newstar	3Q800	PIXILAB	5H610	S	
NETGEAR	5D800	Pliant Technologies	7G850	Salvador Serra i Furió	CS400
NETIO Products a.s.	5H600	PMC	2D250	SAMILCDS Co., LTD	6G410
Netvio (NEW)	CS608	Polar Audio Ltd	5B400	Samsung Electronics	3F600
Networking Zone	CS750, CS850	Polar Bear Design (NEW)	CS540	Scala	6K150, 2Q450
NETxAutomation Software GmbH	2L400	Polet	3A730	Scenico	3S210
Neutrik Group	5E680	Poly HP	2Q250	Schneider Electric	2L400
New Media AV	3P400	Portman® Lights (NEW)	7C700	Schnick-Schnack-Systems GmbH	5K650
Newline Interactive Europe, SL	2P400	Powersoft	7F800	Scoreboard-systems.com	6M700
NewTek	5C400	Prase	3P400	Screen Experts	6H100
Nexmosphere	6G800	Pressmedia (ISP Magazines)	7B400	Screen Innovations	2K500
NEXO	7E750	Prima (NEW)	CS644	Screen your creativity by INFiLED	6E350
NEXT Audiogroup	7G600	Prima technology	2Q825	ScreenBeam	2S740
NEXUS 21	2K500	Prismaflex International	6G890	Screenint	3F400
Nice	2K350	PROCAB	7D450	ScreenLine	3N800
Nicolaudie France	7C675	Procella Audio	2J350	SDVoE Alliance	5D200
Ningbo Feynman Cable Co., Ltd	5L575	ProDVX Europe BV	3E100	SEADA Technology Ltd	5F130
Niveo Professional	5F575	PROFACTOR S.A.	7H300	Secartys	CS110
Noise Comunicación	CS140	PROIETTA SRL	3P250	Secure meetings	2P200
Nomadix Media	CS634	ProITAV USA (NEW)	CS512	SEEBURG	7J940
NovaStar	3B850	Projecta	3N500	SEEKINK	6K400
NoviSign Software	6H550	ProKNX	2L400	SeeSound, S.L.	CS400
NowSignage	CS502	PROLIGHTS	5B700	SEETRONIC NINGBO CO.,LTD	3B100
NRDMultimedia SL	CS400	PROMIC (NEW)	7K800	Seikaku Technical Group Ltd	7C320
NSELED Europe srl	3A130	Protech Electronics & Technology Limited	5K550	SENCORE WELLAV	5K575
nsign.tv	6H110	ProtoPixel	2F700	Sennheiser	3C600
NST Audio Ltd	7H290	PROVENCE (vidcod) (NEW)	6G860	SENSORY MARKETING & MEDIA, S.L.	CS400
NTi Audio AG	7G450	PS STAGE	7K320	SEOUL VIOSYS	3T550
Nureva Inc.	2N450	PSB Speakers	2G110	Shanghai Sansi	6M725
NXO (NEXIO) CO., LTD.	6H700	PSI Audio	2J500	SHANGHAI SEIWIN ELECTRONIC CO.,LTD (NEW)	7K120
O		PSNI Global Alliance	2S825	SharingCloud	2S275
OCA Alliance	7F100	PSRIG (NEW)	7B820	Sharp/NEC	3E600
Octopus (NEW)	6K110	PTZOptics and HuddleCamHD	5F800	Shenzhen Auroled Tech. CO., LTD	3C800
ODHitec	6H675	Pulse-Eight / Gallo Acoustics	2P520, 2E275	Shenzhen BesdLED Co., LTD	6F200
ODIHO	5B230	PureLink GmbH	3Q200	Shenzhen Chip Optech Co., Ltd	3T250
Officina Acustica	2D150	Q		Shenzhen Clen Optoelectronic Co., Ltd	5J160
Okayo Electronics., LTD.	7J275	Q-Better S.A.	6K225	Shenzhen CLT Electronics Co., Ltd	6G150

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Exhibitor	Stand	Exhibitor	Stand	Exhibitor	Stand
SHENZHEN CMAC TECHNOLOGY CO.,LTD.	3T805	SurgeX (AMETEK)	3Q200	Vidable (NEW)	CS628
ShenZhen Electron Technology Co., Ltd	6K100	SY Electronics Ltd.	2P250	VIDELCO Europe GmbH	3F150
Shenzhen Fionexx Technologies Ltd	6K220	Symetrix	2V800	Videndum Media Distribution	2W400
Shenzhen Glosline Technology	3R850	syscomtec Distribution AG / easescreen	6M300	ViewSonic Europe Ltd	2Q600
Shenzhen KATO Vision Co.,Ltd.	2R170	SZ Tenveo Video Technology Co., Ltd	2E110	Vimar (NEW)	2C400
Shenzhen Lenkeng Technology Co., Ltd	3B925	T		VIOSO	3K800
Shenzhen Magnimage Technology Co., Ltd	3S300	T&J Electric	2F525	Virtual Reality Integration by SONO & Brainstorm	6E700
Shenzhen Moertek Technology Co.,Ltd	2E115	TIV	2V125	Vision	3Q600
Shenzhen Muxwave Technology Co.,Ltd (NEW)	3T830	TAG-HORTUS c/o Audio SUD	7D420	Visionary Solutions Inc	5C900
SHENZHEN NEXNOVO TECHNOLOGY CO, LTD.	3Q750	TAKTIK	5G140	Visionect (NEW)	6G710
Shenzhen Okview Technology Co., Ltd	2Q800	TASCAM	7D200	VISSONIC	7E700
Shenzhen S-Track Science&Technology Co.,Ltd	5G100	tasker	5H550	Vistaplus Co Ltd	6F625
Shenzhen Taiden Industrial Co., Ltd.	3S100	Tau Audio Solutions	7A400, 7B300, 7B350	Visual Productions BV	7D500
Shenzhen Uniview Led Co., Ltd	3B100, 3P550	Taylorleds	3B800	Visual React (NEW)	6F610
Shenzhen Zhongrun Optoelectronics Technology Co. Ltd	3T700	TCI Cables	7C220	VITEC	5C350
Shoal Group (FS Cables)	2K650	TeamBoard	2V100	Vivaldi srl	7G625
Shokz	2S300	TeamMate	2S230	Vivitek	3D750
SHURE	3N250	TECHNOLOGY INTEGRATION PARTNERS	2K500	Vivolink	3S200
SICA LOUDSPEAKERS	7J325	TekAngel	CS636	V-KING GmbH	5K175
SIDEV	3P400	Teledyne LeCroy Quantumdata	CS522	VOD Visual	3R250
SIEC	5C625	Telelogos	6H500	Vogel's Product B.V.	3Q450
Sightcorp by Raydiant	6G750	Televis Conference	3P100	VoicelInteraction (NEW)	5F750
SIGNAGELAB s.r.o.	6G715	Temas Technology	2T800	Void Acoustics	7E300, Demo Room B5
signageOS	6G415	Tempest	5A650	VP XR Theater by Alfalite & Brainstorm	6E300
SiliconCore Technology, Inc.	5E325	TENSE BV	2G210	VuWall	5E370
Simpleway	2W225	Teradek	5K655	W	
Simply NUC Inc. (NEW)	5B235	The Adapter	CS612	Waapiti	6K120
S-Impuls Handels GmbH	5H650	The Show Window by Newtonlab Space	6E900	Wallonia Export-Investment Agency	5G140
Sinyopto	6H750	Theatrx Technologies	5F400	WALL-SMART	2F500
Skaarhoj	5F150	Thinklogical A Belden Brand	5J250	Watchity	2Q215
Skyworth Optical-Electronic	2T500	THINKNX	2L400	Waterfall Audio	2J190
Smart Cabling & Transmission Corp.	3B950	TIXEO (NEW)	2T700	WAVES SYSTEM	6G730
SMART Technologies (NEW)	2Q210	TOA Electronics Europe GmbH	7G900	We Quote	2G700
SMF Solutions (NEW)	2S250	tonwelt - guiding solutions	5G700	Webex by Cisco	2M200
SMODE TECH	5D700	Topsky (NEW)	5D750	WeDolnnov	2P210
SMS / Evoko	3N900	TOP-TEC	2W100	Weinzierl Engineering GmbH	2L400
Snap One + Control4	2D400	Total Solutions Group	7H920	Wenger Corporation (NEW)	CS650
Snom (NEW)	2T775	Totem Acoustic	7A250	WEYTEC	5J800
Solotech	CS520	TOTEM OF DESIGN	5H350	Wharfedale Pro	7E575
SOLTEC	3S250	Touchify (NEW)	6K105	WILDBYTES	CS300
Sommer cable GmbH	5E400	TP-Link	2T200	Williams AV	3B900
Sonance	2D900, 2C600	TrackingMaster	CS600	Wiscom SRL	7G200
Sonifex	7H160	Transtech LED Co., Ltd	3S600	WNM	5G140
Sonodyne Technologies Pvt Ltd	7D220	Trinnov Audio	2D150	WolfVision	3N600
Sonos	2D600	Tripleplay by Uniguest	5B440	WVsignage (NEW)	CS536
Sony	3E400	Truss Aluminium Factory a.s.	7D550	WyreStorm Technologies ProAV Corporation	3Q725
SONY - RESIDENTIAL SEGMENT	2D150	TTL Network GmbH	5K520	WYTH	CS508
Sound Control Technologies	2Q650	TUTONDO	7C175	X	
Soundeyes	5D125	TV3 Studio	6D400	X2O Media	2Q450
Soundtrack Your Brand	CS618	tvONE	5H800	Xilica	2Q400
SoundTube Entertainment	7A400	TVPROMPT	5E645	XL VISUAL LTD (NEW)	3T620
SOWA	CS614	Tyba	2E265	Xm-Plus Technology	3T605
SPACE SCREEN	5G870	U		XYTE	5G120
Spectrum (NEW)	3T270	UDE	7F650	Y	
Speechi	2V250	UK Pavilion Meeting Room	5C425	Yamaha	3E150
SpinetiX	3Q700	Unilumin Group Co., Ltd	3C400, 3C850	Yarooms	CS642
Stage Accompany (NEW)	7J720	UNION AVATARS	CS300	YASHI ITALIA (NEW)	3T200
Stage Precision (NEW)	5K100	UNIRIG Srl (NEW)	7J200	Yealink	2Q125
STAGETEC	5F300	UNIVOX	7E140	Yeastar (NEW)	2U450
Stardraw.com	7K420	UNIVRSE	CS300	Yodeck	6G400
Startups Magazine	CS120	UNKA SOUND SYSTEMS	7K450, OD3	You and Eye	6F500
Starway	5J700	Urban Tech (NEW)	2T840	YSTER LED	5A600
Stealth Acoustics + AudioControl	2K300	URC	2F400	YUAN High-Tech Development Co., Ltd.	5C160
STEINEL Professional	2K220	Utelogy	2R100	zactrack	7A600
Steinway Lyngdorf	2H625	V		Z	
Stewart Audio	5F825	Vaddio	3N500	Zebrix	6K550
STIM Tech Group	2U700	ValueHD Corporation	3A120	ZeeVee	5D250
Streamit BV	7B425	Vanco International, Inc.	CS500	Zenithnano (NEW)	2V620
StreamUnlimited Eng. GmbH	7G120	VCI VIDEO CINE IMPORT	7F520	Zhaolong (NEW)	5L320
Structured Cable Products Inc.	2H350	Velodyne Acoustics	2F120	ZHEJIANG DGX ELECTRONIC TECHNOLOGY CO.,LTD	6H150
Studiobricks	7G425	Ventuz Technology	5K260	Zoom	2P650
Sumitomo Electric Industries, Ltd. (NEW)	5F860	Vestaboard	2J550	Zycoo Co., Ltd. (NEW)	7F720
Sun Rise Exact Industrial Co.	7J250	Vestel	3F100	Zykonix International Group	2K400
SURE-FIRE Electrical Corporation	5G900	VICOM	5C150	Zytronic	5E550

Around the world with AVIXA



Sarah Joyce,
chief global
officer, AVIXA

2022 was a year truly about getting the industry back together in person. And the excitement was felt at our pro-AV trade shows around the world; from Barcelona to Las Vegas to Mumbai. Virtual also kept us together for learning and networking throughout the year. But the overall theme that the AVIXA team heard from AV professionals was the need for face-to-face events.

The first big 2022 gathering took place last May at ISE in Barcelona. The first full ISE show since February 2020 drew 834 exhibitors and more than 43,600 attendees. ISE also lit up the city of Barcelona with two stunning projection mapping projects.

Less than a month after ISE, InfoComm arrived in Las Vegas with a buzzing trade show floor that hosted 522 exhibitors and more than 19,600 attendees. InfoComm also took attendees to AV marvels around the city at venues including Resorts World and Hakkasan night club.

Next up was Integrate in Sydney which co-located with Security Expo for the first time, drawing a combined attendance of 8,800. The educational programme had strong attendance, growing substantially since the 2019 show.

After two long years of hiatus, InfoComm India arrived in Mumbai in September, welcoming 160 exhibitors and more than 11,300 attendees; nearly on a par with the 2019 show.

The 2022 run of InfoComm and partner shows concluded in Bangkok in early November. InfoComm Southeast Asia returned for the first time since its launch in 2019 and drew 130 exhibitors and more than 6,500 attendees.

Just one show was postponed due to Covid-19: Beijing InfoComm China scheduled for December. The show will now take place on 19-21 July 2023.

The big shows weren't the only opportunities for gathering in person. In November, AVIXA hosted its Level Up! event in London, which is designed for AV professionals interested in continuing education, especially those who currently hold a CTS, CTS-D, or CTS-I designation and are looking to earn renewal credit towards certification. The day featured live presentations and learning sessions from



experts on video, audio and AV/IT connectivity.

We also hosted two Congreso AVIXA virtual events presented in Spanish. The April event, which focused on AV and IT, drew more than 2,000 attendees and featured 29 presenters. The October edition went bigger with an audience of 5,240 and 60 experts sharing their knowledge. This event was divided into four themes according to the main profiles of professionals in the AV industry: models and business strategy for industry leaders; business development with a focus on marketing and sales; practical tools for technicians and installers; and new technology trends for designers and AV integrators.

Eliminating barriers

To support AV professionals around the world on their pathways to certification, early in 2022 AVIXA made the CTS exam available to take through online proctoring. Online CTS testing eliminates barriers like long distances to test centres and closures of test centres due to the pandemic. As of December 2022, 34% of exams were taken online for the year.

AV professionals also stayed connected through AVIXA Xchange, which launched in May 2022. This unique, virtual community for the AV industry connects thought leaders, industry-leading solution providers and innovative manufacturers with AV solution seekers. The vision for AVIXA Xchange is to take the networking, learning, business and camaraderie that occurs at a trade show like InfoComm or ISE and translate that into a digital community that people have access to all year round. To date, we've had more than 115,000 visitors to AVIXA Xchange. Head over to xchange.avixa.org to check it out.

We truly went around the world in 2022, from Europe to North America to Australia to Asia, and we're thrilled to do it again starting with ISE 2023. The AVIXA team couldn't be happier to be getting back together with thousands of AV pros in Barcelona. It's time to see technology in action, learn about the latest trends, and reconnect and meet new AV pros. Take it all in. And stop by the AVIXA stand (3Q400) to say hello and check out Xchange Live where we host interactive sessions with thought leaders in the industry and events to mingle with old and new friends. Have a wonderful time at ISE 2023!

Connect **Communicate**

**Come check out our new solutions at
Booth 5J500
covering AV over IP, Collaboration, and
Remote Management Services**

OmniStream 2.0

**Velocity
Remote
Gateway**

Captivate

INNOVATING AV



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atlona.com

AVIXA Xchange Live at ISE

At ISE 2023, AVIXA Xchange Live sessions will take place on Stand 3Q400. Expect interactive sessions with thought leaders from the industry and events to mingle with old and new friends



Tuesday 31 January

11:50-12:00

Welcome to AVIXA Xchange Live!

Speaker: Sanj Surati, digital atelier, Tiger Heart

12:00-12:45

Fireside Chat: How Sónar is using technology to rethink the festival experience

Speakers: Ventura Barba, CEO, Advanced Music; Antonia Folguera, Sónar +D curator, Advanced Music; Andrea Faroppa Cabrera, director of strategic projects, institutional partnerships and Sónar +D, Advanced Music

13:00-13:45

Ask the Experts: Where to start with immersive experiences?

Speakers: Sarah Cox, founder, Neutral Human; Will Case, director of innovation, Creative Technology; Stacia Pfeiffer, virtual production producer, Lux Machina; Ignasi Capellà, CMO & co-founder, Broomx

14:00-14:45

The Big Mindmap: How to achieve inclusive leadership

Speaker: Iffat Chaudry, bid manager, Involve Visual Collaboration

15:00-15:45

AVIXA Mixer: Cava and croquettes

Time to network and spend invaluable time with your industry peers.

15:45-16:30

AV Meetup: Future Tech – Disruption to adoption

Get together with your tech peers to thrash out your thoughts on emerging tech, including the reality of XR, the viability of the metaverse and mainstream virtual production.

Speakers: Ben Barnard, regional manager UK & Ireland, AVIXA; Joe Way, director, learning environments, USC
Co-hosted by: Sanj Surati, digital atelier, Tiger Heart

Wednesday 1 February

12:00-12:45

Designing the world's most immersive entertainment hub
Fireside Chat With Mike Whittaker, Outernet London

13:00-13:45

Ask the Expert: Should your workplace strategy be founded on data?

Speakers: Harry Morphakis, senior manager, Accenture; Karen Ethier, Roger Williams University

14:00-14:45

The Big Mindmap: What is the future sustainability model?

15:00-15:45

AVIXA Mixer: Cava and croquettes

15:45-16:30

AV Meetup: AV Marketers: Keep, swap, avoid?

Get together with your marketing colleagues to discuss the roadmap to marketing in 2030 and beyond ?

Led by: Dan Goldstein, chief marketing officer, AVIXA

Thursday 2 February

12:00-12:45

Fireside Chat With... Jane Ross, EMEA education lead, Zoom

13:00-13:45

Ask the Experts: What will the student of the future need from higher education and are we ready?

Moderated by: Gill Ferrell, EUNIS/1EdTech Europe

Speakers: Angeliki Agorogianni, vice technical manager for services, IT Center of Aristotle, University of Thessaloniki; Maria Uglvig, associate product manager, FeedbackFruits

14:00-14:45

The Big Mindmap - Workforce Development: How to attract and retain talent?

Quiet quitting, the big resignation and the list continues. Are these a symptom of not feeling valued? How do we create a level playing field for everyone? Stop, think, let's work it out.

Speaker: Matthew de Gannes, head of permanent recruitment, JacobsMassey

15:45-16:30

AVIXA Mixer: Beer & Bites

Co-hosted by: Sanj Surati, digital atelier, Tiger Heart

Friday 3 February

11:30-12:00

Fireside Chat

12:00-12:30

Panel Discussion: Tackling the Hard Path to Evolving Towards a "Services" Centric Business Model

Moving to a service provider/SLA/ recurring revenue structure.

Listings correct at time of print; please consult the ISE app for the most up-to-date schedule.



Perceivably Perfect *VPX Series 1G AV over IP* Now Shipping!



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Changing the Topology of AV

CEDIA's ACE new value proposition: advocacy, connection, education



Over the past 12 months, CEDIA has repositioned its value to the home technology industry and has established its three pillars: advocacy, connection, and education.

Looking ahead to ISE 2023 in Barcelona, CEDIA is excited to bring the community together and showcase how it is serving the industry and providing value to its members. Some examples include:

Advocacy

With many integrators admitting that the biggest issue facing their business is staff recruitment and retention, addressing the labour shortage is a key focus for CEDIA in 2023. CEDIA is launching a suite of services to bring more young people into this exciting field, and a new student affiliation with CEDIA that will give them access to information about the industry. The association will connect members with their local college or technical school and provide them with a toolkit and video to help attract young people to the field.

At ISE, CEDIA will be focusing on this issue with an education course entitled 'Recruitment Challenges: Thinking outside the box'. This session will be run by Mina Machacek, who has more than 20 years' experience in the AV recruitment industry. Her in-depth knowledge, experience and capacity to problem-solve sets her apart as both a recruitment leader and business entrepreneur.

Connection

CEDIA aims to bring the industry together at every opportunity throughout the whole year and its Tech Summit programme is a fantastic way to do so. These events provide a practical business development and valuable networking platform for all involved in the industry across the region. In 2023, CEDIA will be hosting events in Australia, Canada,



Connection Hour will take place on the CEDIA Stand from 17:00 each day of the show

India, Mexico, the UK and the US.

CEDIA has a global membership of over 30,000 home technology professionals. Events such as ISE provide the perfect platform for the wider community to come together to network and do business. The association wants to ensure its members have this opportunity while in Barcelona, so it will be hosting a Connection Hour on the CEDIA Stand (2H600) every day from 17:00. CEDIA will also be holding a Members' Reception on Wednesday at 17:30 at the Fira. This event will allow members to relax at the end of a long day and enjoy networking with like-minded individuals.

Education

Education remains at the forefront of what CEDIA does. As well as running regular face-to-face courses at its HQ in the UK, CEDIA provides its global membership

with access to hundreds of hours of self-paced education via the online CEDIA Academy. This ensures that no matter where members are located, they have direct access to the same training courses. Thanks to CEDIA volunteers and subject matter experts, the association is able to ensure its education covers the most relevant and up-to-date topics.

During the week of ISE, CEDIA will be hosting the Smart Home Technology Conference, which will be delivered by subject matter experts from across the globe. The programme will consist of over 65 hours of professional development that has been specifically curated for the show and covers topic areas such as technical installation and design, business excellence, and future trends; all through the lens of home technology integration.

www.cedia.net

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CEDIA at ISE

CEDIA is offering over 65 hours of professional development within its three-day Smart Home Technology Conference at ISE 2023, covering topic areas such as technical installation and design, business excellence and future trends; all through the lens of home technology integration



Tuesday 31 January

10:30-12:00 | Room: CC1.1

Future Technology Trends

Presenter: Rich Green, founder, Rich Green Design

This course will provide insights into the future of technology and how it will impact system design and CEDIA businesses.

10:30-12:00 | Room: CC1.2

WiFi 6 Next Generation Networks

Presenter: Steve Rissi, senior director of technical education, CEDIA

This course explores how next generation WiFi technologies and new standards have been designed to address some of the basic wireless networking issues and provide High Efficiency WiFi.

10:30-12:00 | Room: CC1.4

Design Methodology

Presenter: Kelly Ashforth, partner, designflow

Discover the importance of complete and accurate design documentation, interpreting architectural drawings and terminology, and the process and methodology used in creating the necessary design and engineering project documents.

12:30-14:00 | Room CC1.1

Maximising your Project's Potential – The benefits of integrating AV with BMS controls

Presenter: Mark Warburton, managing director, Ivory Egg

This session will focus on the benefits of integrating AV with BMS in residential projects.

12:30-14:00 | Room: CC1.2

The Future of Power in the Home

Presenter: Allan Burns

This course will cover the distribution and utilisation of electrical power and examine the requirements of various appliances and electrical loads in the home.

12:30-14:00 | Room: CC1.4

Good Lighting Doesn't Just Happen... It's Designed

Presenter: Andy Bull, director of design, Lighting Audio Video Projects

During this session you will learn about the four different types of lighting and how to differentiate between the different design techniques.

14:30-16:00 | Room: CC1.1

How to Optimise the Video System and the Room for HDR

Presenter: David Meyer, technical research consultant, CEDIA

HDR brings plenty of challenges for the system designer. This class discusses those challenges and more.

14:30-17:30 | Room: CC1.4

Integrator of 2027: Business Design Workshop

Presenters: Rich Green, founder, Rich Green Design; Peter Aylett, partner, Officina Acustica

We will review the CEDIA white paper on the Integrator of 2027 then flip the workshop on its head with an engaging and interactive Design Thinking workshop to create new pathways to sustainable profit.

16:30-18:00 | Room: CC1.2

Power over Ethernet

Presenter: Richart Jonker, Netgear

16:30-18:30 | Room: CC1.1

Subwoofer Room Gain – The science and engineering of using it to your benefit

Presenter: Erik Weiderholtz, CTO, Perlisten Audio

This course will discuss the theory behind room gain, and explain how to calculate it for use in engineering designs.

Wednesday 1 February

10:30-12:00 | Room CC1.1

Social Media Marketing for Integrators: How to achieve a bigger impact for your business

Presenter: Jeff Hayward, director, Wildwood PR

This session brings together an expert panel of social media-savvy integrators to share their insights and advice on Instagram, Twitter, Facebook, LinkedIn and YouTube.

10:30-12:00 | Room CC1.4

Purification, Protection, Predictability: The Three Keys to Clean Power

Presenter: Ken Erdmann, Director of Technical Education Programs, CEDIA

10:30-12:00 | Room: CC1.2

The Future is Analog: Slow technology and the rediscovery of humane living

Presenter: Rich Green, founder, Rich Green Design

Rich Green will take you on a journey back to humane living. Slow technology is the new luxury.

12:30-14:00 | Room: CC1.1

Managing Subcontractors in Today's Gig Economy

Presenter: Leslie Shiner, owner, Shiner Group

This session will help you review the pros and cons of hiring gig workers.

12:30-14:00 | Room: CC1.2

Infrastructure and AV Cabling to Facilitate Changing Needs

Presenter: David Meyer, technical research consultant, CEDIA

An insight and interactive group discussion around today's applications and changing requirements for infrastructure cabling.

12:30-14:00 | Room: CC1.4

The Double Bass Array – Next generation bass

Presenter: Arnaud Laborie, co-founder – CEO, Trinnox Audio

This course will look at the theory of the DBA then discuss the ways it can be effectively and predictably implemented in rooms to deliver exceptional results.

14:30-16:00 | Room: CC1.1

How to Communicate to Architects & Interior Designers

Presenters: Jeff Hayward, director, Wildwood PR; James Ratcliffe, managing director, HomePlay

In this course, we'll explore how to connect effectively with architects and interior designers – from CPDs and customer service to sales, marketing and partnership strategies.

14:30-16:00 | Room: CC1.2

Video Technologies Roundup

Presenter: David Meyer, technical research consultant, CEDIA

This course takes a rapid fire look at the key features of the UHD video ecosystem and explains how they come together to deliver excellent, reliable results.

14:30-16:00 | Room: CC1.4

The Power of Breakeven Analysis

Presenter: Leslie Shiner, owner, Shiner Group

This session helps you understand how to avoid the mistake of confusing the markup you charge with the margin you achieve. If you sell more, will you make more? If your overhead is 20% and your markup is 25%, can you make money?

16:30-18:00 | Room: CC1.2

Wellness in the Home

Presenter: Michelle Guss, vice president, hospitality, Crestron Electronics

This session will examine the value propositions that are critical to this expanding segment of our industry.

16:30-18:00 | Room: CC1.4

Analysing and Troubleshooting with WireShark

Presenter: Steven Rissi, senior director of technical education, CEDIA

16:30-18:30 | Room: CC1.1

Design and Implementation of Infra Bass in Private Entertainment Spaces

Presenter: Geoffrey Heinzel, partner & R&D, sales, marketing director, Ascendo Immersive Audio

This course will introduce you to the importance of considering infra bass as critical to delivering immersive experiences.

Thursday 2 February

10:30-12:00 | Room: CC1.1

Creating an Exit Strategy

Presenter: Leslie Shiner, owner, Shiner Group

Explore how a systems integration owner can successfully retire. The two primary exit strategies will be discussed.

10:30-12:00 | Room: CC1.2

Your Website in 2023 - Is it ready?

Presenter: Geoff Meads, owner, Presto AV

This course will provide a checklist for building and maintaining a profitable website. It will cover such subjects as design, content management, metadata, SEO, connecting social media and more.

10:30-12:00 | Room: CC1.4

Emerging Trends and Opportunities in Hospitality

Presenter: Michelle Guss, vice president, hospitality, Crestron Electronics

In this session we will discuss the hardware and software technology solutions that will create the ultimate smart hotel for all involved.

10:30-14:00 | Room: CC1.3

The 3 Ps of Being a Design Professional Project Partner

Presenter: Damien Smith, client director, New Wave AV

This session will cover how to understand and work with architects & designers. Learn how to adapt your business to focus on being a project partner with design professionals, this will cover key presentation skills and different learning styles.

12:30-14:00 | Room: CC1.1

Designing Enabling and Supportive Homes with Smart Home Technologies

Presenter: Paul Doyle, Assistive Technologies Consultant

This session will help integrators understand the unique needs of older and disabled clients and guide them through the challenges these clients face.

12:30-14:00 | Room: CC1.2

Preparing for Timing-Aware Networking

Presenter: David Meyer, technical research consultant, CEDIA

This course explores the basis, scope and direction of synchronous and deterministic networks in the home, including what the terms mean and what differentiates a network that is timing-aware versus one that is not.

12:30-14:00 | Room: CC1.4

Room Acoustics for Better Bass

Presenter: Peter Aylett, partner, Officina Acustica

This panel session will discuss best practice and explore the different methods and approaches to room acoustics and types of bass absorption products.

14:30-16:00 | Room: CC1.2

Designing Private Video Studios

Presenter: Rich Green, founder, Rich Green Design

Rich will take you through essential design best practices and share some exciting real-world examples.

14:30-16:00 | Room: CC1.4

Optimising Immersive AV for Gaming and Esports

Presenter: David Meyer, technical research consultant, CEDIA

This class looks at gaming market size and scope, and what integrators need to consider when specifying a gaming-capable vs optimised system.

14:30-18:00 | Room: CC1.1

RP22 Immersive Audio System Design Recommended Practice Workshop

Presenters: Peter Aylett, partner, Officina Acustica; Adam Pelz, owner, Bespoke Cinemas; Ben Goff, technical director, Cinema Lusso

This intensive workshop will introduce the new guidelines in RP22, focusing on the four new objectively defined levels of performance that will define different levels of immersive experience.

16:30-18:00 | Room: CC1.2

Growing Your Business Without Growing Out of Business: Making major steps while maintaining margins

Presenter: Leslie Shiner, owner, Shiner Group

This session will discuss why, as a home technology professional, you can't grow slowly and steadily, but have to make incremental jumps.

16:30-18:00 | Room: CC1.4

New Lighting Technologies: The future of lighting is exciting

Presenter: Andy Bull, director of design, Lighting Audio Video Projects

A look into new technologies and applications which integrators can use to make their projects dazzle.

Friday 3 February

10:30-13:30 | Room: CC1.1

Cabling & Infrastructure Technician (CIT) Certification Review

Presenter: Steven Rissi, senior director of technical education, CEDIA

10:30-13:30 | Room: CC1.4

Integrated Systems Technician (IST) Certification Review

Presenter: Ken Erdmann, director of technical education programs, CEDIA

Listings correct at time of print; please consult the ISE app for the most up-to-date schedule.

CEDIA Smart Home Technology Stage

With dozens of free talks, the CEDIA Annual General Meeting, and the Stand Design Awards, the Smart Home Technology Stage (Stand 2F350) will offer an abundance of valuable information, engaging discussions, and learning and networking opportunities



Tuesday 31 January

12:00-12:45

Creating a World Filled with Emotion. For the next generation

Presenter: Chris Mullins, Sony

13:00-13:45

Stuff is Cheap. People are expensive

Presenters: Rich Green, Rich Green Design; Peter Aylett, Officina Acustica

14:00-14:45

Working with Other Trades

Presenters: Charlie Baker, Griggs Homes; Phil Fisher, liv. Technology; Abby Jones, LC-AV; Amanda Wildman, TruMedia; Imogen Dent

15:00-15:45

Marketing in the Modern World

Presenters: James Bliss, Felix Cunningham

16:00-16:45

Lighting the Way to Bigger Projects

Presenters: Steve Noyes, Noon Lighting; Peter Broome, Rako; Jeff Hayward, Wildwood PR

Wednesday 1 February

11:00-11:45

Crossover Between CI and Pro AV:

Opportunities in resimercial

Presenter: Nick Pidgeon, Visualization

12:00-12:45

Objective vs Subjective: Does standards-based engineering deliver exceptional experiences?

Presenters: Andy Oattes, Roberto Gamba, Sonus faber; Dave Meyer, CEDIA; Peter Aylett

13:00-13:45

Smart Homes for Sustainable and Independent Living

Presenters: Paul Doyle, Assistive Technologies consultant; Allan Burns, Telemental

14:00-14:45

Cyber Security in the Walls: How the smart home industry can ensure the cyber security of their customers

Presenter: Jonathan Marshall, SafeShark

15:00-15:45

Preserving The Art - From The Olympics, to the home

Presenters: Nuno Duarte, OBS; Peter Aylett

16:00-16:45

CEDIA Annual General Meeting

Presenter: Daryl Friedman, CEDIA

Thursday 2 February

12:00-12:45

AI, Metaverse and the Revenge of Analogue

Presenters: Rich Green; Christiaan Buekes, Sphere Custom

13:00-13:45

Is the Connected Home Actually Smart?

Presenters: Alex Capacelatrot, Rich Green, Christiaan Beukes

16:00-17:00

ISE 2023 Stand Design Awards

Friday 3 February

12:00-12:45

Top 5 Opportunities for 2023

Presenter: Rich Green

13:00-13:45

The ECONomics of ECO: Convert energy saving into more business

Presenter: Hugo Fitzjohn

14:00-14:45

Cable Fire Regulations: What you and your business need to know

Presenter: Kevan Sproston, Klotz

Listings correct at time of print; please consult the ISE app for the most up-to-date schedule.

AMC | Stand: 7A450

New line offers elemental protection

Hoping to bring the noise to outdoor places, AMC Baltic's O4 and O5 loudspeakers will be appearing at ISE for the first time.

The models are the first of a new generation of loudspeakers for the Lithuanian manufacturer and are fully IP55 rated for use in both interior and exterior installations.

With a lightweight and durable plastic body, both speakers have full aluminium grilles and are available in black and white finishes. Unique integrated mounting brackets mean the speakers can be mounted both vertically and horizontally, as well as adjusted for vertical and horizontal coverage quickly.

The O4 has a power rating of 30W RMS and the O5 has a

rating of 40W RMS. Both units have integral 100V transformers and 16-ohm power taps, which AMC says makes them suitable for background music and public address systems, as well as for home use with low impedance installations. —KEVIN EMMOTT

www.amcpro.eu



The O4 and O5 speakers are fully IP55 rated for both interior and exterior use

Sharp/NEC | Stand: 3E600

Offering a lasting vision for sustainability

At ISE 2023, Sharp NEC Display Solutions Europe (Sharp/NEC) will unveil the latest features of its video wall and distributed visualisation software Hiperwall, talk about value-added services such as the Sharp/NEC Training Academy and new elearning opportunities, and showcase its ServicePlus professional service offerings programme.

Visitors can also learn about the company's new technologies for collaboration in hybrid workflows, in transportation and retail signage, and see its displays for higher education.

Ian Barnard, SVP marketing and product management at Sharp NEC Display Solutions Europe, said: "These last years have been times of immense change. At ISE, we will demonstrate to our audience how our enduring heritage makes Sharp/NEC a most trusted advisor when it comes to AV solutions and services. Especially in times like these, with



Trusted long-life reliability is fundamental, says Sharp/NEC

scarce energy supply, sustainability has become a decisive factor in the purchase and use of digital signage."

As a manufacturer of electricity consuming devices, Sharp/NEC feels its responsibility to act. Barnard explained: "At ISE we will show how we live and breathe our lasting vision, through our commitment to long-life, high-quality and sustainable professional display products." —ADRIAN PENNINGTON

www.sharpecdisplays.eu

Naostage | Stand: 5D700

Oh K: real-time 3D tracking to be launched

First-time exhibitor Naostage is launching its K System tracking system, claimed to be the industry's first real-time 3D beaconless system of its kind, at ISE 2023.

Paul Cales, CEO and co-founder of Naostage, explained: "ISE is a fantastic platform to launch our solution which will help unleash creativity for both fixed installs and rental staging applications. ISE visitors expect to discover new technologies and solutions to help them create immersive experiences and this is what we'll deliver."

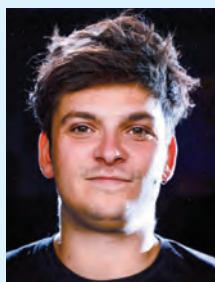
Cales hopes to introduce Naostage to a wide audience of integrators, particularly those involved with projects in visitor attractions, entertainment venues, museums and cruise ship environments.

"This will also be an opportunity for us to identify potential partners and suitable candidates to develop our distribution network in the EMEA region," he added.

He believes 2023 will be the year of immersive experiences. "We focused on launching locally in 2022 to consolidate our product offering, and we are now ready to expand in the European market and beyond in 2023."

Cales feels ISE is a great platform for Naostage. "ISE is, without a doubt, the biggest AV integration show in Europe, and quite possibly beyond. For us, there is no better platform to launch our brand, it is the perfect event for us." —DAVID FOX

www.naostage.com



Cales: 'There is no better platform [than ISE] to launch our brand'

7thSense | Stand: 5E250

Performers add a sense of theatricality

The Performer Range of media servers is designed to enable creative teams to tell media-based stories with the highest standards of quality, reliability and support. New products set to be on show at ISE include the R-Series 10 (R for Ring) as well as Actor Conjuror, Compere and Juggler modules, named after roles found in a performance environment.

Each of the Performer Range – including the Delta media server and Medialon product lines – can work independently, but when combined they streamline media and production workflows, saving time, improving reliability and making it easier to bring media-based stories to life.

Medialon allows the Performer Range to be connected to all the other AV hardware and software systems within a show, experience, event or installation, forming a bridge to the wider technology environment, including the virtual world such as game logic in generative media.

As all performers need somewhere to perform, the new R-Series 10 provides a server hardware platform, and is available as standalone hardware. It's designed to cater for generative projects, virtual production applications and complex media-based attractions. It can run generative engines such as Unreal Engine, Unity, TouchDesigner and Notch. —DAVID FOX

www.7thsense.one



Performance enhancing: The 7thSense R-Series 10 takes to the ring

Insight

AV managed services: What's the outlook for 2023?

By **Kateryna Dubrova**, market analyst, **Futuresource Consulting**

Support services across the pro-AV sector have always been essential to channel providers' portfolios. The concept of managed services offerings by integrators and MSPs is mature. However, the recent transition to software-enabled tools, the emergence of cloud services for AV, and fully managed/hosted services are opening new opportunities.

Though mature, Futuresource Consulting views the AV managed services (AVMS) market as dynamic and ambiguous, with established actors monetising on vendor lock-in concepts. In contrast, we see IT and SaaS players successfully targeting the pro-AV market by treating AV devices no differently to traditional endpoint connections and offering software-enabled tools and enhanced monitoring capabilities.

Arguably, one of the most disruptive trends currently facing the AVMS market is the deployment and use of software and platforms to push the management, monitoring and operation

of an array of vendor endpoints into a digital environment, especially a cloud-native environment.

That is where exciting change occurs, as system integrators (SIs) attempt to capitalise on changing market needs. Some providers believe that the 'physical installation' and SLA will remain a cash cow and are resistant to business model change. Most AV integrators are not just struggling with reassessing their go-to-market strategy as a channel and integration partner, but they also appear to be behind the curve on understanding, evaluating and monetising consulting services that improve the end-user experience. Most SIs are fixated on monitoring the capabilities of the managed services; others, though, are slowly transitioning towards managing the operating environment.

This leads to an increasingly important trend in the AVMS market; the focus on end-user experience. AV has always been about the audio and visual experience and



less about the fluidity of services needed for end customers. While IT is much more discreet in functionality, AV requires more intense guidance for the end user. The pro-AV sector is transitioning to newer service offerings that concentrate on delivering experience and business outcomes.

End-user experiences drive productivity and constitute the non-tangible value from AV investments, which enterprises demand. The future outlook for AVMS has to be around the ability to deliver user experiences underpinned by software tools and supported by a shift in the SI's business model and value proposition.

Clear-Com | Stand: 5G820

Iris reacts to changing lighting conditions

Clear-Com will be showing its Arcadia central station with HelixNet integration, the updated Eclipse HX digital matrix and the new V-Series IrisX IP panel at ISE 2023.

The latter expands on the original V-Series Iris panel, with new thin-film-transistor (TFT) displays for increased brightness and better resolution combined with the V-Series Iris' lower latency and increased port capacity. The TFT displays enable higher resolution and increased variation in brightness for clearer label information and data display, whether in a dark theatre or in direct sunlight.

Arcadia is a scalable IP intercom platform that integrates wired and digital wireless partyline systems along with third-party Dante devices in a single rack

unit. It supports more than 100 beltpacks and offers configurations that can be expanded to up to 128 IP ports. Arcadia can cope with a wide variety of applications, in part due to its flexible licensing-based model.

New features introduced in the EHX 13 update of the Eclipse HX digital matrix include role-based workflows and support for NMOS. Clear-Com has also upgraded Eclipse to support up to 200 FreeSpeak beltpacks in a single frame, via E-IPA cards, to cater for the largest and most complex projects. –DAVID FOX

www.clearcom.com



All aboard: Clear-Com's Arcadia central station with HelixNet integration

Sony | Stand: 3E400

Creating connected experiences

Helping customers create connected experiences will be Sony's theme at ISE, where it will showcase a new and existing portfolio "which provides businesses, content creators and end users with the freedom they need to express themselves".

Sony says it is passionate about creating a world "filled with emotion for the next generation". It also says it has accelerated its environmental and social initiatives to "realise a sustainable society and brighter future".

Highlights of the stand will include the "world's smallest" WUXGA 3LCD laser projectors, the VPL-PHZ51 and VPL-PHZ61, which combine advanced operational capabilities with high brightness and flexible installation. Two more laser projectors are also set to make their debut.

Also on show will be workplace management system TEOS and Bravia 4K professional displays.

Damien Weissenburger, head of Sony professional



Sony will demonstrate how it's helping to enable connected experiences for its customers

displays and solutions, said: "This is part of our long-term vision and purpose to create a sustainable society with a bright future, something we are hoping to showcase through our new and inspiring technology at ISE 2023."

—ADRIAN PENNINGTON

www.sony.net

KV2 | Stand: 7G550

Audio foursome in ISE debut

With four new products across three ranges, KV2 Audio is preparing for a busy ISE.

The company's SL Series is set to be enhanced by the slimline SL6.10 subwoofer, which at 350mm deep replaces the existing SL2.15. KV2 says bass response is enhanced by using multiple cabinets and it can also combine acoustically with the ultra-low frequency VHD1.21 and 2.21 subwoofers as part of an active five-way system.

Up to three SL6.10 subwoofers can be powered from one channel of a VHD3200/3200D amplifier, an improvement on its predecessor which required an amp channel to power two units.

The ESR Series will expand with two new products. The ESR106 is constructed to represent one

large point source, with each part of the system positioned so that it is proportional in size to the frequency wavelength it produces, thus the radiated power of each bandwidth remains consistent and balanced in relation to the overall frequency response. It is controlled and driven by KV2's new ESR2600D amplifier which uses KV2's proprietary SLA technology.

Finally, KV2's ESD8 is a compact passive two-way, full-range loudspeaker incorporating an 8in trans-coil woofer and a 1in compression driver coupled to a wide dispersion horn. It is designed to be used both as a main system speaker or as an in-fill for larger systems. —KEVIN EMMOTT

www.kv2audio.com



The ESR2600D amplifier uses KV2's proprietary SLA technology

Xilica | Stand: 2Q400

Little Sonia amps it up

Collaboration technology specialist Xilica is set to show its Sonia family of networked amplifiers and ceiling speakers for IT-friendly collaboration spaces.

The series includes the Sonia C5, a 5.25in compact in-ceiling speaker with a wide, even dispersion pattern that enables fewer speakers in large spaces. It is powered by Xilica's Sonia Amp, a PoE+-enabled amplifier with an integrated network switch that can drive up to eight daisy-chained Sonia C5 speakers. With four individual channels, one Sonia Amp can also power Sonia C5 speakers across four neighbouring meeting rooms.

Sonia Amp's integrated network switch features a PoE port suitable for serving both power and Dante networked audio to a ceiling-mounted microphone array, such as the Sennheiser TeamConnect Ceiling 2, which creates a single CatX drop to the ceiling for a full room audio system. Standard category cable connectivity between Sonia Amp and Sonia C5 aims to eliminate the traditional speaker wire, power calculations and proprietary installation practices. —ANNE MORRIS

www.xilica.com



The compact Sonia C5 in-ceiling speaker makes light work of large spaces

Insight

The rise of resimercial

By Anthony Savona, content director, Residential Systems

In Residential Systems' recent State of the Industry report, we saw that the US custom installation market continued to grow, although the curve is not as steep as it was in the past two years. Despite a relative return to normalcy after the pandemic era, customers are fortunately still choosing to focus on – and improve – their homes.

In terms of the gear that is being specified by dealers, speakers remain the top product as immersive systems continue to interest homeowners. We've also seen heated competition between large-screen TVs and

projectors. Televisions held the top spot for most of the year, but projectors came on strong in the last half of the year, bringing the two very close in terms of units sold. Supply chain issues did affect the market, so it will be interesting to see how it evolves as those challenges continue to be worked out.

In terms of industry trends, there is a growing number of resimercial jobs. With its combination of residential and commercial exhibitors, ISE 2023 will be a great place to see that trend in action and to experience the latest technologies that straddle both worlds.



Rako | Stand: 2K450

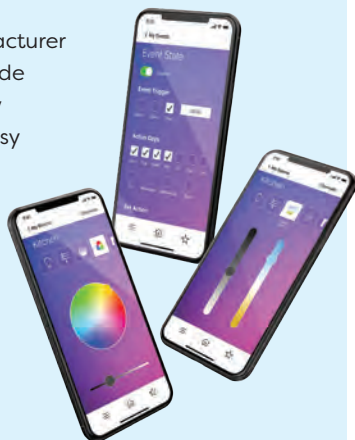
Colour temp with a light touch

Smart lighting controls manufacturer Rako will debut a major upgrade to its software app at ISE. New functions include quick and easy control of colour temperature and light intensity with a touch slider. This is said to make adjusting lighting to suit the client's needs for a particular task or to set scenes by linking the lighting with individual circadian rhythms much more straightforward.

The app can control all Rako systems, both wired and wireless, allowing hand-held control of lighting as well as integration with curtains and blinds. Connecting via a Rako Hub, the app allows programming and storing of new scene levels and offers colour wheel control for RGB and RGBW fittings.

Paul Wafer, director at Rako, said: "It is great to be heading back to ISE and we're looking forward to sharing our new app improvements with visitors. Tuneable colour temperature and its perceived benefits are a big opportunity for integrators. For obvious reasons, homeowners are interested in the wellbeing advantages of circadian rhythm lighting, and integrators can support this demand with a Rako system." –ADRIAN PENNINGTON

www.rakocontrols.com



Tuneable colour temperature is a big opportunity for integrators, says Rako

Lawo | Stand: 5F500

IP comes Home

IP-based infrastructure will be the ISE focus for Lawo, providing full integration of audio, video and control for pro-AV and corporate applications. This includes its Home management platform for IP-based media infrastructures and the new Home-native .edge hyper-density SDI/IP conversion and routing platform. Also on show will be its V__matrix IP-based software-defined video processing and multiviewer platform, the A__UHD core DSP engine and the mc²56 MKIII audio production console, Lawo's diamond radio console, and VSM control.

Home uses a cloud-ready microservices architecture and enables users to connect, manage and secure networked production set-ups from the ground up, with centralised access to, and control over, all Lawo gear within a set-up. With support for open standards, it includes automated discovery and registration of devices, connection management, flow control, software and firmware management, scalability and security.

The new .edge conversion and routing platform provides 48 HD-BNC connectors for SD/HD/3G/UHD SDI interfacing, resulting in 192 SDI/IP conversions per 2RU. It is designed as an easy drop-in SDI router replacement and as a hyper-density conversion unit



The edge of tomorrow: Lawo's latest conversion and routing platform

for IP and hybrid infrastructures, with full support for SMPTE ST2110 and ST2022-7 redundancy. Designed as software-licensable infrastructure, .edge delivers maximum opex flexibility in a hardware-based tool, says Lawo. –DAVID FOX

www.lawo.com

Nureva | Stand: 2N450

Hybrid support for the IT crowd

IT-first audio conferencing specialist Nureva will be showcasing its line of systems that are designed to make it easy and affordable to get consistent, full-room audio coverage in a broad range

of hybrid meeting and learning spaces.

Visitors to Nureva's stand will have the opportunity to experience a live demo of the new HDL410 audio conferencing system. As the latest



The HDL410 delivers pro-AV conferencing for large and extra-large spaces

addition to Nureva's product line, the HDL410 is said to deliver pro-AV performance in large and extra-large spaces without the cost and complexity of a multicomponent pro-AV system.

Nureva will also be demonstrating the latest updates to its cloud-based management platform, Nureva Console, including the addition of two new features. Visitors will be able to learn about Nureva's growing library of APIs and integrations, including sound tracking for third-party cameras, which are designed to make it easy for IT managers to incorporate Nureva systems into their existing workflows and improve the hybrid experience.

Nancy Knowlton, CEO of Nureva, said: "We are delighted to be heading to ISE 2023 with our newest audio solution for larger spaces. The shift to hybrid environments will continue to dominate the way we work and learn, and visitors to our stand will see how Nureva is offering the kind of intelligent plug-and-play products demanded by today's resource-constrained IT professionals." —ANNE MORRIS

www.nureva.com

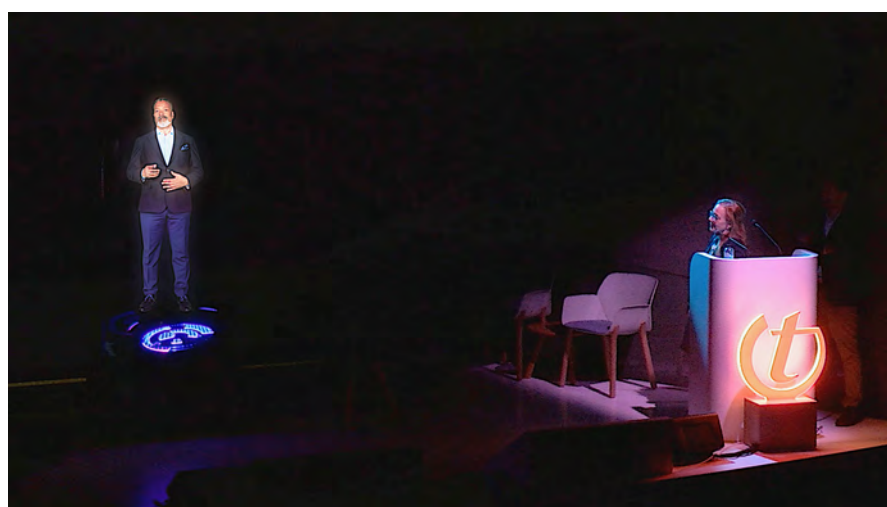
Hypervsn | Stand: 5C100

Live holographic 3D stream shows Blackman's got Talent

Mike Blackman, managing director at Integrated Systems Events, appeared in Barcelona before Christmas to collect an award from the Talent Knowledge Congress despite being 7,000km away at a conference in Oman, thanks to a live holographic 3D stream from Hypervsn.

Rather than just sending a pre-recorded video, he used Hypervsn's Full Body Live Streaming, allowing him to interact with the presentation and acceptance of the award as a 3D hologram, as if he was there in person.

"After the success of appearing as a 3D image at the entrance to [the 2022] ISE show, the possibility of appearing live with Hypervsn's full body live streaming solution was not only novel, but also highly innovative. The organisers of the



Mike Blackman, managing director of Integrated Systems Events, accepting a Talent Award via Hypervsn Full Body Live Streaming

Talent Knowledge Congress were more than pleased with the result and I was happy to be there thanks to technology, if not in person," said Blackman.

"Connecting people all over the world is more and more defined by technology, but the human touch is more important than ever before," added

Inessa Marmashova, CMO of Hypervsn. "Hypervsn's Full Body Live Streaming solution has a huge number of possible applications within education, events and many other industries where human connection is vital, even over a distance of more than 7,000km." —DAVID FOX

www.hypervsn.com

Screen Innovations | Stand: 2K500

Mother of all boards

The new Solo 3 line of motorised projection screen cassettes houses an 'intelligent' brain known as 'Mother of all Boards', or Moab. This is an advanced 485-based control board that enables faster installation and programming.

Moab speeds up the programming of setpoints, rotation and motor reset; it automates discovery and programming of keypads and remotes; and provides seamless, customisable integration with third-party control systems.

While Moab is tucked securely inside the Solo 3 575 and 675 motorised projection screen cassettes, systems integrators can easily access it, as well as the internal motor, cabling and screen material, through Solo 3's removable fascia. Even when the cassette is mounted, integrators can quickly access the internal components to programme, level the projection fabric, and readjust settings.

Ryan Gustafson, CEO of Screen Innovations, said: "We've taken the best features of our most popular motorised solutions and applied them to our signature Solo 3 motorised screen assembly.



All programming can be accomplished using Moab without a computer or software

Thanks to all the feedback from our dealers and customers, we hit the nail on the head with this total refresh, which gives systems integrators, designers, architects and builders an easy and effective way to bring big-screen entertainment anywhere, inside or outside the home. The home entertainment trend shows no sign of slowing, and Solo 3 strives to help our dealers capitalise on this burgeoning market." – ADRIAN PENNINGTON

screeninnovations.com

Green Audio Video

Stand: 2E140

Reduce, reuse, recycle

Promoting sustainably packed custom installation consumables, Green Audio Video will return to ISE with a frank warning: our industry has a problem with excessive packaging. Products consumed in bulk on residential and commercial projects still come packed individually for retail sales. It's not good for the environment and it's not good for your bottom line.

All Green AV products (including cables, electronics, speakers and accessories) come packed in easily recycled cardboard or paper stock with no plastics, foams, or non-recyclable

waste. This reduces manufacturing and transportation costs and footprint. It also means installers save time unpacking products on-site and disposing of materials afterwards. It's a win for the



Packing for the circular economy: The Green Box Carrier

environment and a win for productivity.

At ISE the company will be displaying its full line of products, including the Green Box Carrier for patch cords and a collection of installation accessories such as Velcro, rack screws, connectors, toolless banana plugs and reusable cable ties.

A spokesperson for Green Audio Video said: "Technology has made the in-home entertainment experience (music, movies and gaming) an aspirational goal for many. But the equipment required to deliver these experiences poses a difficult challenge for environmentally conscious consumers. Our mandate is to significantly reduce environmental impact by delivering commonly used consumer electronics products in smarter bulk packaging." –ADRIAN PENNINGTON

www.greenaudiovideo.com

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Creating awareness

Casto Cañavate, marketing manager, KNX Association



Exciting plans are afoot for Presenting Show Partner KNX at ISE 2023. Casto Cañavate shares some details of what visitors can expect, including technology developments, more member companies and even more possibilities

KNX is returning as Presenting Show Partner for the second ISE in Barcelona. How did the first show go for you?

We were already expecting a high level of traffic, as the pandemic put physical trade shows on hold for a while and people were eager to meet in person again. Still, we were positively surprised by the high level of activities and the great number of visitors we received at our stand, especially in the first two days. It was truly a wonderful experience.

What's new for KNX since ISE 2022?

Even though ISE 2022 was not that long ago, the KNX technology has evolved quite a lot since then. Recently we have announced the availability of an open-source stack for KNX to work fully based on IPv6 networks (the most recent version of the internet protocol). This opens up more possibilities for KNX devices to interwork with wireless devices that are based on, for example, thread, WiFi or Ethernet. More and more KNX manufacturers are convinced of the idea of KNX IoT and are working on developing more products and solutions. You can find more information at <https://knx-iotech.org/>.

Another area worth mentioning, especially in the context of the big energy crisis, is KNX's development on energy management. For quite a few years, KNX has been working with other associations on a new standard, and in 2022 it became a new European standard for energy management in homes. There is already a big portfolio of KNX products based on this standard available. More information is available at <https://sustainabilityknx.org/>.

What will the focus be on the KNX stand at ISE 2023?

At ISE 2023, the focus of the KNX stand will be continuously creating awareness of KNX, explaining how all applications in smart homes and buildings can be integrated within the



KNX ecosystem, its contributions especially in the IoT world, and on energy management.

What KNX was capable of doing 30 years ago to a lot of people are still puzzles to solve today. Hence the understanding of KNX, what it can do, the opportunities it brings, what its status quo and future is like, is something we would like to promote at ISE.

What can we expect in terms of member companies?

At ISE 2023, there will be 12 KNX member companies from eight different countries exhibiting at the KNX stand. The product portfolio is very wide; from software to devices, from organic KNX devices to gateways that bring together different systems, there is a lot to see as always.

How can people get started with KNX and what support is available for those wanting to become a KNXpert?

KNX provides many different possibilities for people who are interested in acquiring KNX knowledge. Our online learning platform, demo licences and virtual devices system are very good resources to build a strong foundation and they are totally free of charge. For those who are interested in becoming a certified KNX Partner (a real KNXpert), there are over 500 training centres in 72 different countries for them to choose from.

More information can be found at <https://www.ets6.org/how-to-become-a-knxpert/Stand: 2L400>



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STAND 3H100 & 3H200

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