

## ISE Continues to Grow in 2019

Written by Alice Marshall  
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Integrated Systems Europe 2019 confirmed the event as the international destination for AV professionals, as the 16th edition of the show is the largest yet, covering 56100 net square metres housing 1301 exhibitors and 81268 registered visitors.



Of the exhibitors, 225 (or 17%) are first timers, while of 32% of the visitors were first time attendees. The organisers add Wednesday saw the largest ever one-day attendance figure for any show at the Amsterdam RAI, and the number of Friday attendees passed 20000 for the first time.

"As an exhibition, as an unbeatable source of education and professional development, and as a destination for a global industry to come together and do business-- ISE 2019 has delivered," Integrated Systems Events managing director Mike Blackman says. "Our Opening Address, Closing Keynote, and our two projection mapping features were fantastic showcases for how event professionals and others can harness AV technology to better realise their creativity."

The key theme of the show for 2019 was how AV technology enables creative imaginations to produce rich experiences. One such example is master projection designer Bart Kresa, who gave an opening address followed by the world premiere of his latest projection mapping sculpture. Titled "Sviatovid," it involved the projection of constantly changing, highly detailed imagery around a 5m-high figure, all synchronised with a dynamic soundtrack.

As for exhibitors, ISE 2019 housed a number of product launches and demonstrations. Among the technology trends on show are 8K displays, smart building technology, conferencing and collaboration solutions, 3D projection mapping, a wider-than-ever choice of curved, flexible, transparent and ever-smaller pitch LED displays, and further developments in AV over IP audio

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networking.

ISE 2020 takes place at the Amsterdam RAI from 11-14 February 2020.

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