ISE 2023: Content Production and Distribution

In response to the growing relevance of content production and distribution technologies across the pro-AV and systems integration market, ISE 2023 will see a host of new features focused on this exciting area, including a new dedicated area in Hall 6.

The start of a long-term initiative, this new focus for ISE also highlights the more than 70 exhibitors at ISE 2023 with offerings in content production and distribution that are located all around the Fira. Show Floor Tours around some of the leading brands will be on offer. For 2023, more space has been added to Hall 6 and exhibitors now and in the future will include suppliers of solutions including cameras, camera tracking equipment, switchers, monitors, virtual sets, video networking solutions, intercoms and audio consoles.

In addition, ISE's comprehensive conference programme for 2023 will be enhanced with the addition of a new Content Production and Distribution Summit. Details of the programme will be revealed over the coming weeks. The Summit's focus will be around how corporates and institutions - all budding film and content makers - can make the best of this new skill to attract new customers and engage better with their existing customer base.

Content creation is also the focus of the ISE 2023 Keynote. At 17:15 on Tuesday 31 January, BK Johannessen, Unreal Engine Business Director for Broadcast and Live Events at Epic Games, will give an address entitled 'All Paths Lead to Real-Time'. Here, he will discuss how content creators are taking innovations from the games industry and applying them to their projects, from cutting-edge virtual production studios to real-time graphics for media & entertainment, live events, architecture and more.

Mike Blackman, Managing Director at Integrated Systems Events, said: "Numerous vertical sectors, from corporate and education to retail and hospitality, have begun to create, store and distribute their own video content, and consumer demand for this shows no signs of slowing. ISE's Content Production and Distribution offering will show what's possible, allow visitors to explore the technology available to create something unique and eye-catching and provide a forum to discuss what's next for the sector."

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The Content Production and Distribution Zone joins ISE’s other Technology Zones on the show floor, designed to make it quicker and easier for visitors to navigate the Fira and find the solutions they’re looking for. These are Audio (Hall 7); Content Production & Distribution (Hall 6); Digital Signage & DOOH (Hall 6); Lighting & Staging (Hall 7); Multi-Technology (Halls 3 and 5); Residential & Smart Building (Hall 2); and Unified Communication and Education Technology (Hall 2).

For more information or to register for ISE 2023 visit the website belo. Integrated Systems Europe, ISE 2023, will take place at Fira Barcelona Gran Via, 31 January - 3 February 2023.

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