

## **Catch-up with all the action from ISE @ London, now available on demand**

The final stop of the ISE Live and Online event series took place on 23-24 June at Evolution, Battersea – now you can revisit all the content online at ISE Digital. Catch up with all the action from ISE Live and Online, now available on demand at the website below.

ISE @ London marked the final stop for ISE Live and Online, a series of events created to bring the AV community together and look towards building a brighter future. Now you can enjoy all the mainstage presentations, as well as additional content, at your leisure via the ISE Digital platform.

Mike Blackman, Managing Director of Integrated Systems Events, said: “It’s been an incredibly challenging 18 months for events. Thankfully, at ISE, we have an amazing team and like so many in our industry, we wanted to keep pushing forward. I am incredibly proud of what we have achieved with ISE Live & Online – 3,000 in-person visitors to the live events and the debut of ISE Digital a rich content resource which will remain accessible for months to come – it’s not been an easy ride, but we did it and we did it for the right reasons.”

ISE @ London welcomed visitors across two days to experience in-person networking in a safe environment. Feedback has been positive, read on to hear what exhibitors had to say about their experience of ISE @ London:

“We wanted to take part in ISE London predominantly for the opportunity to meet in-person and the ability to physically introduce products to customers, the best way for our customers to understand our products is to see and experience it in person. For me personally, the highlight was re-connecting with old friends and meeting new industry contacts,” commented Christopher Kmiec, Director of Performance Screens, an AudioTek Company.

“It’s been an incredibly tough eighteen months not only for our industry but for every single person that has a place in it. For us it was really important to be here not just to show products but to show ISE and the wider industry support. It’s easy to come here when things are going great and the good times are rolling, but when times are tough we need to ensure we’re looking out for each other,” said James Hill, Director, Integrated Systems, Shure.

“We took part in ISE because it sends a strong message to the industry: We’re ready for Live Events again and we’re here to support our customers. It was the first opportunity to meet customers face to face, catch up with existing clients and meeting new clients – if I could describe ISE @ London in three words they would be; ‘Networking’, ‘New technology’ and ‘Safe’,” stated Anika Lauth, Deputy Managing Director UK, LANG.

With a busy main stage, curated meeting opportunities and an exhibition floor featuring 20+ leading brands, including, DTEN/Zoom, Barco, Nexmosphere/Brightsign, LANG, Panasonic, Shure, Ring, Jabra, Biamp, Igloo Vision, Snap AV/Control4, Wolfvision, Logical Solutions, Jetbuilt, Taylorleds/AudioTek and Ashton Bentley, there was plenty to experience.

The main topic of conversation circled back to 'The Future of AV' and explored the theme of recovery and growth for the UK and international AV business.

Ben Barnard, Regional Manager AVIXA UK & Ireland shared insight from the commercial AV industry: "The live events industry has been really hard hit by the pandemic and could take longer to recover, whereas for manufacturing, distribution and integration it seems to be a lot more positive."

From a residential perspective, Matt Nimmons, Managing Director, CEDIA EMEA commented: "Whilst the pandemic has been very challenging for all of us, with more and more people spending time at home they are reconsidering their [home] infrastructure and entertainment systems. This has provided a real opportunity for the residential custom install community and our members have been providing valuable solutions both in networking infrastructure, improved visual and audio experiences, as well as solutions for outdoor space."

To find out more about how AVIXA and CEDIA are supporting the commercial and residential AV sectors, and to learn about upcoming events and training keep an eye on the latest updates online and via social media.

All the action from the stage at ISE @ London, as well as exhibitor interviews from the show floor, is now available to view on-demand on ISE Digital until the end of the year. You can also catch up on business leadership and product news from top brands, as well as keynotes from ISE Barcelona, roundtables, and interviews with over 100 speakers. From ISE @ London, highlights include in-depth discussions hosted by AVIXA, CEDIA, the AV User Group, TPi magazine, Education Technology magazine and The Integrated Home podcast. Watch keynotes from thought-leaders including Amelia Kallman - Futurist, Jack Robinson - Director at Superyacht Technology, Andrew Dowsett and Jordan Deemer from Barco, James Kirby - Pro Audio Analyst at Futuresource Consulting, residential and commercial market insights from CEDIA and AVIXA, plus tech spotlight presentations from exhibiting brands.

Mike Blackman concluded: "For the AV community ISE is somewhere to come together, make meaningful connections and drive our industry forward. With ISE Live and Online we have managed to reconnect and build momentum once again and that is what we call success. It's now full steam ahead for ISE 2022 in Barcelona - rebooking has been very positive indeed and we can't wait to see you there!"

Next stop for Integrated Systems Events? This year's Digital Signage Summit (DSS) Europe takes place in-person on 29-30 September at Hilton Munich Airport. Register

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