ISE 2025: The Future of Technology

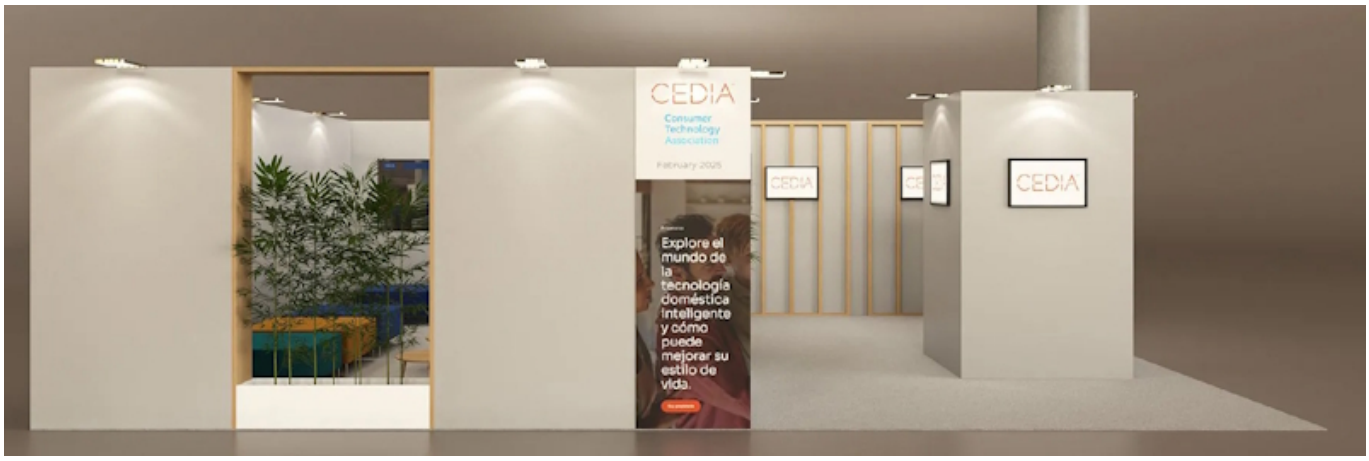


Get ready to be amazed as Integrated Systems Europe (ISE) 2025 gears up to deliver a truly unforgettable experience. From 4-7 February, the Fira de Barcelona Gran Via will transform into a vibrant hub of technological innovation, hosting over 1,600 exhibitors across a sprawling 92,000m² show floor. This year's edition is poised to be the most spectacular yet, showcasing the cutting edge of audiovisual technology and systems integration. Attendees can expect immersive performances, interactive displays, and first-hand access to groundbreaking advancements. With countless networking opportunities and invaluable insights from industry leaders, ISE 2025 is the ultimate destination for professionals and tech enthusiasts looking to stay ahead in this fast-evolving industry.

The CEDIA Smart Home Gallery (Hall 2 - booth 2C400) at ISE 2025 has been curated to educate the design and build community, supporting CEDIA and ISE's strategy to raise awareness among this audience. This immersive experience showcases the future of smart home technology through real-world projects. Located adjacent to the Connected Classroom, attendees can explore interactive exhibits demonstrating cutting-edge solutions for creating a connected and efficient home environment. The gallery features content that provides valuable insights into the design and implementation of smart home systems, tailored specifically for architects and

Phoca PDF

designers. This showcase has been curated by CEDIA member Cinema Build Systems and enhanced with digital canvas solutions from Vieunite by Allsee.



The award-winning 193m² LED screen at the South Access of Fira Gran Via will do more than just provide helpful and inspiring information during the show. This record-breaking screen will also host a series of mesmerizing performances over three evenings, blending technology and creativity in unforgettable ways:

- Tuesday, 4 February: Experience “Promenade”, a stunning performance by Italian digital artist Quayola. Known for creating the projection mapping artwork on the historic façade of Casa Batlló, Quayola will also deliver the Creative Keynote at ISE 2025. This performance sets the tone for a week of cutting-edge artistry and innovation.
- Wednesday, 5 February: Witness “Evolution Unbound”, a captivating performance by last year’s keynote speaker, Jeroen van der Most. This exclusive show explores how technologies like AI propel humanity toward an unbound and fluid future. Developed specifically for the Fira entrance screen, it will challenge your perceptions of creativity and innovation, taking you on a journey to meet your "future self."
- Thursday, 6 February: Be amazed by “A Tiny Bead of Pure Life”, an extraordinary performance by French art director and artist Alice Labourel. Known for her innovative fusion of visual storytelling and new technologies, this piece is part of the Llum BCN 25 lights art festival. Labourel’s work will bring a magical close to the series of performances.

Each of these artistic showcases begins at 18.30 after the show floor has closed, providing attendees with an inspiring and memorable experience. The performances highlight the synergy of technology and creativity, leaving an indelible mark on everyone who attends. Adding to the allure, the interactive and immersive content on the groundbreaking transparent LED screen is being developed by Real Time Department, further elevating the artistry on display.

Situated in Hall 8.1 and covering nearly 700m², the Robotics and Drone Arena promises an electrifying showcase of the latest advancements in robotics and drone

Phoca PDF

technology. Curated by LANG AG, this dynamic space will host a daily programme packed with exciting opportunities to explore the cutting edge of innovation. Attendees can expect to witness live demonstrations, immerse themselves in interactive exhibits, and discover the transformative potential of robotics and drones across a wide range of industries. Combining education, entertainment, and hands-on experiences, the Robotics and Drone Arena will be an unmissable highlight at ISE 2025 offering:

- Unitree Humanoid Robots and Robotic Dogs: The Arena will feature latest humanoid robot models G1and Go2 as well as the Go2-W robotic dog. These products showcase the exceptional capabilities and innovative spirit in intelligent robotics development.
- The New Pilot Experience by DJI: Attendees can control FPV (first-person view) drones through an obstacle course using special goggles, offering a thrilling and immersive experience.
- Presentations by Industry Experts: Laslo Rudolph of LANG will discuss the role of drones in the event industry, providing valuable insights into their practical applications.
- VergeAero Demonstrations: This event drone company will showcase the capabilities of its new X7 drones, flying a cluster of five drones to demonstrate their software capabilities.
- Artistic Drone Displays: Students from the Polytechnic University of Catalonia will create a work of art, with the artwork being produced in stages throughout the week. Additionally, Flock Drone Art will present an indoor show featuring LiteBee drones.
- UviFy Light Show Drones: UviFy is expected to demonstrate its light show drones and/or aerial robotic drones, adding a spectacular visual element to the arena.

Startups are essential catalysts for every industry, bringing fresh perspectives, groundbreaking innovation, and unmatched agility. At ISE 2025, you'll discover how today's AV technology is poised to shape our world tomorrow. Innovation Park is the ultimate destination for cutting-edge technology and forward-thinking solutions. This dynamic area will showcase a diverse range of startups presenting the latest advancements in audiovisual technology, smart building solutions, and more.

At the heart of Innovation Park is the Pitching Stage, a vibrant platform for emerging businesses to share their visionary ideas. Curated by the renowned venture capital experts at Plug & Play, this stage will feature dynamic pitch sessions running throughout all four days of the show. The Pitching Stage at Innovation Park offers an unparalleled chance to explore groundbreaking ideas, foster collaboration, and gain insight into the innovations that will define the industry landscape for years to come.

One of the most eagerly anticipated features of ISE 2025 is the inaugural Hackathon, bringing together top-tier student teams from prestigious institutions such as ESADE, UPC, UPF, Bocconi University, HEC, and La Salle. These talented

Phoca PDF

finalists will compete for the prestigious ISE Hackathon trophy, tackling real-world challenges across three key tracks:

- Cybersecurity, sponsored by Hikvision
- Sustainability, sponsored by PPDS
- Innovation, sponsored by EIT

The Hackathon begins at 08.00 on Thursday, 6 February, and concludes on Friday, 7 February, with project presentations at 12.00 on the Pitching Stage in Congress Square, followed by an Awards Ceremony at 15.00 to announce the winning teams and projects.

ISE 2025 is far more than just a tech show - it’s a platform for collaboration and progress. Whether you’re looking to establish new partnerships, explore investment opportunities, or exchange ideas, ISE 2025 provides the ideal environment to connect. Register now and join ISE 2025 as it transforms Barcelona into a hub of innovation and inspiration.

www.iseurope.org

Phoca PDF