

## ISE Live & Online: Preview of Barcelona

There are lots of reasons to look forward with anticipation to ISE Live & Online which opens on 1-2 June. It will be the first physical ISE event since last February and it will be the first in-person event held this year at the Fira Barcelona, Gran Vía.

This special edition has been curated to help our industry look towards the future and get back to business following the pandemic. There are numerous opportunities to reconnect with the AV community. Attendees can visit exhibitor booths, experience live presentations from the Main Stage and enjoy networking and live music within a safe environment. Meet the AV Cluster and the Barcelona City Council, visit the Catalan Innovation Zone and connect with the industry in the AVIXA AV Experience Zone.

Mike Blackman, Managing Director of Integrated Systems Events, said: "We finally made it to Barcelona! ISE Live & Online will shine a spotlight on AV, showcasing the talent in our community and the innovations that will shape our lives. We are so excited to be able to enjoy an in-person event in Barcelona. It feels like we are getting back to business again."

Explore the show floor with exhibiting brands, including Panasonic, Shure, Arthur Holm, Equipson, d&b audiotechnik and Waapiti. Visit here for the full Barcelona exhibitor list [here](#).

Here are some more not-to-be-missed highlights to look forward to...

### LIVE IN BARCELONA & ONLINE:

#### ISE MAIN STAGE: Paving the way forward – A roadmap to success

A fascinating programme of live and digital content curated with TNW, AVIXA, CEDIA and ISE exhibitors and partners to provide you with tools to navigate out of the pandemic, mixing live action from Barcelona with the ISE Digital agenda.

### LIVE IN BARCELONA

#### Spanish Language Keynote Speakers

- 1 June: 'Digital Transformation for Tech-led Business' with Marc Vidal. Marc is considered one of the most influential figures in Digital Economy of Spain and is a specialist in Digital Transformation and Industry 4.0.
- 2 June: 'Long Live Retail' with Dr. Maria Callis Bañeres. The business retail and design strategy specialist and president of the Retail Design Institute Spain will show why we need to make the move from 'Omnichannel to Phygital Experience'. Case studies will include IKEA, Barça and MADE.

### LIVE IN BARCELONA & ONLINE

#### Reporter Roundtables

Livestreamed to screens on the ISE Main Stage, these lively panel discussions curated by TNW include:

- 1 June: 'Marketing Tactics in an Online World'. Rebecca Roth, Social Media Specialist & Imaging Coordinator at NASA's Goddard Space Flight Center and Genia Shipova, Chief Marketing Officer at Daily Motion talk digital marketing tactics.
- 2 June: 'What's Your Purpose?' Alice K. Steenland, Chief Sustainability Officer, Dassault Systèmes, is joined by other experts for this peer-to-peer knowledge exchange on how to position your brand and service in a post pandemic world.

### LIVE IN BARCELONA & ONLINE

#### Startup Nation

ACCIÓ is partnering with ISE and TNW to produce three Startup Nation sessions across both days on the Main Stage, highlighting upcoming regional entrepreneurial start-up talent from the business sectors of Smart Cities, Gaming and XR. A must see for investors...

### LIVE IN BARCELONA

#### Catalonian Audiovisual Cluster

The local AV association will present three Main Stage sessions across the two days. On Tuesday at 10:20, 'Big Light Shows' will highlight work from studios including Moment Factory, Onionlab and Minoria Absoluta. Spanish-language presentations will be devoted to an update on AV technology in Spanish universities (Wednesday 10:20), and to recent achievements in the live events sector (Wednesday 10:40).

### FEATURES ON THE SHOW FLOOR

Showcasing the leading companies and technologies from across the AV industry and from the local region, with plenty of opportunities to make new business connections.

### LIVE IN BARCELONA

#### AV Experience Zone (in association with AVIXA)

Attend Spanish-language AV integrator presentations of case studies, panel discussions, customer testimonials and talks on new trends. Here, professionals

working in Retail, Corporate, Education and Hospitality will be able to discover the latest technologies and solutions provided by the AV industry.

Spaces are limited - register [here](#).

### LIVE IN BARCELONA

Catalan Innovation Zone (in association with ACCIÓ)

ACCIÓ, an agency of the Government of Catalunya for Business Competitiveness, is hosting a dedicated zone showcasing some of the leading companies and technologies from the region. Brands include Sonat Sounds, EZ Acoustics, Lavinia Services, Percon, WindowSight and Albadalejo.

### LIVE IN BARCELONA & ONLINE

ISE Business Brokerage Service

Available to users through the ACCIO b2match app, the B2B brokerage service scheduling tool bridges the gap by connecting individuals and companies with specific products or services. Pre-scheduled 30-minute meetings can be held either in person alongside ISE Live & Online Barcelona (1-2 June) or online (3- 4 June).

### LIVE IN BARCELONA & ONLINE

Live performance with Alba Corral

Attendees will be treated to a magical livestreamed performance from the ISE Main Stage to bring proceedings to a close, which will see artist and creative technologist Alba G Corral entertain both the virtual and the physical audience. With a background in computer engineering, Corral creates performance art using software and in collaboration with a range of musical artists.

### LIVE IN BARCELONA

ISE Networking Event

Next, an open-air networking party will take place outside halls 2 and 3 at the Fira, Gran Via, from 18:00 hosted by ISE it's and is sponsored by ACCIÓ and Tech Sponsor, Adamson Systems Engineering. Come and enjoy live entertainment from the Barcelona Cool Covers Band and celebrate being #BackToLive as you meet and connect with the AV community.

Spaces are limited.

### LIVE IN BARCELONA & ONLINE

### Share Your Experience

Visit our selfie wall and show the world that you made it to Barcelona! Celebrate ISE bringing the AV community together and share your pictures on social media using the #BackToLive and #ISELiveandOnline hashtags.

Visitors will also be able to watch highlights from the ISE Digital event (1-2 June), which will be broadcast to screens on the mainstage during the two days.

[www.iseurope.org](http://www.iseurope.org)

[www.isevents.org](http://www.isevents.org)

[www.avixa.org](http://www.avixa.org)

[www.cedia.net](http://www.cedia.net)