

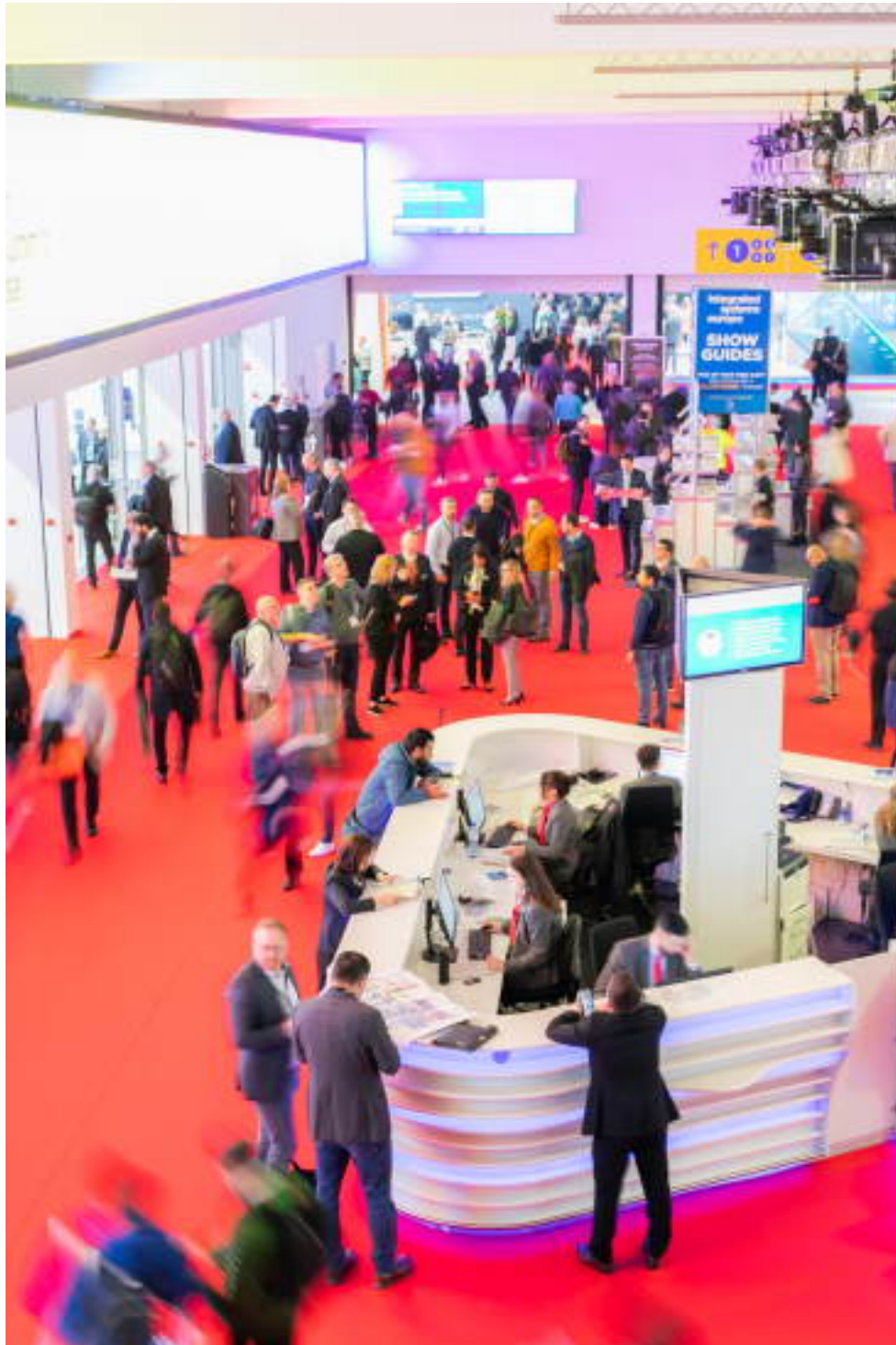
## Registration opens for ISE 2021 - live and online!

Thursday, 11 February 2021 12:04

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## Registration opens and host of new features unveiled for ISE 2021 - live and online!

The exhibition for AV and systems integration makes its #LiveandOnline debut at the Fira de Barcelona Gran Vía, 1-4 June 2021



Today, online visitor registration is open for Integrated Systems Europe 2021,

making its debut at Fira de Barcelona, Gran Vía this June. Coming at a time of anticipation from an industry that is keen to 'get back to work' in the second half of the year, it will incorporate both live and online content.

Integrated Systems Events Managing Director Mike Blackman commented: "During the challenging times of the past nine months the importance of ISE to the global AV and systems integration business has never been more apparent. Many exhibitors and attendees view the show as the catalyst for business recovery. People rely on ISE for inspiration, for finding new suppliers, keeping up with industry innovations, building lasting relationships, and for education. While ISE 2021 will be a little different this year, it will still provide all these opportunities and we look forward to reconnecting with you."

ISE 2021 signals the show's new status as a hybrid event, merging content live from the Fira de Barcelona, Gran Vía with a dynamic digital programme to provide a rich, rewarding experience – whether you are in Barcelona or joining online. With a live stage, break-out lounges, keynotes, hosted roundtables, one-on-one meets plus highlights from ISE's RISE Spotlight programme, ISE 2021 offers the opportunity to attend from anywhere in the world.

As one of Europe's most vibrant, innovative, and beautiful cities, Barcelona provides an exciting setting for exhibitors and attendees. ISE's priority is to deliver a safe and secure event for all. Along with its co-owners AVIXA and CEDIA, ISE has been working in close participation with the City of Barcelona, the venue and relevant authorities. The Fira de Barcelona received the 'Safe Travels' stamp for its prevention and safety protocol against the transmission of COVID-19, merited by the World Travel Tourism Council (WTTC). Safety measures have been developed with the specialist risk management consultancy Aon and the Hospital Clínic de Barcelona. For visitors, ISE has recently published A Guide to Safe Visiting, outlining the safe practice protocols in place at the venue. This is available from the ISE website.

With a show floor featuring the world's leading providers of AV technology and solutions, nine dedicated Technology Zones, four days of inspiring industry-leading content, world class keynote speakers, professional development programmes, conferences and a suite of new audio demo rooms – ISE is ready for business. Once again, KNX will be the event's Presenting Show Partner.

With plenty of space and no restrictions on stand size ISE 2021 will feature nine Technology Zones, including two new Zones for 2021. As well as Audio, Digital Signage and DOOH, Education Technology, Residential, Smart Building, Unified Communications and VR/AR/XR, Zones will include:

- **NEW: Broadcast and Content Creation:** For many years, ISE has presented solutions for broadcast and content creation for use in permanent installations and in live events. Now, a dedicated Zone will showcase solutions including cameras, microphones, audio consoles, production

- switchers, intercoms, video interfaces, processors and KVM switches.
- **NEW: Live Events:** The Zone will present solutions for small, temporary venues right up to major stadium events. The new area will showcase lighting and lighting control, rigging and staging equipment, motion tracking and holography.

ISE 2021 will see the premiere of a suite of high-quality audio demo rooms, set in the Filmax Cinema complex just 200 metres from the Fira.

A future-proof tech media company owned by the Financial Times, The Next Web (TNW) has been working with ISE since 2020 to produce its monthly RISE Spotlight webinars. During ISE 2021 TNW will be delivering keynote speakers and cutting-edge content showcasing new technology, startups and business development.

The Catalonia Pavilion in Hall 4 (produced by ACCIÓ, the Catalan business development agency) will feature 30 local companies showcasing local and regional AV innovators and service companies. Plus, there will be a dedicated visitor networking programme.

ISE 2021's conference will run from Tuesday to Friday, covering subjects including Digital Signage, Smart Buildings, XR and Control Rooms. Attendees can expect a packed roster of cutting-edge content delivered by some of the world's leading experts and thought leaders. TNW will be augmenting the conference content themes by delivering four days of keynotes and daily showcases of innovative startups.

**NEW!** The Superyacht Technology Conference is the first such event dedicated to superyacht technology. It will run over two days and encompass 20 speakers, 400 delegates, workshops and demos, an Awards ceremony and after-party.

The AV Experience Zone is a new three-day initiative produced in association with AVIXA that will see Spanish integrators and end-users attend specially curated Spanish language presentations and show floor tours focusing on Corporate/Hospitality, Retail, Medical and Education.

A dedicated show floor feature area showcasing cutting edge startup businesses, particularly focused on the local region. This will be produced in association with TNW and ACCIÓ.

Introducing a virtual element to ISE means that everyone, from anywhere in the world, will be able to attend. Register today to join ISE 2021 - whether you want to attend live or online.

Pre-registration will be required for ISE2021 as there will be no on-site registration.

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