

## Visitor registration opens for ISE 2022

Visitor registration for ISE 2022 is now open, offering the international AV and systems integration community a long-awaited opportunity to 'Rise up. Reconnect. Ignite the future' at its new home at the Fira de Barcelona Gran Vía.

ISE 2022 will safely and securely reunite the AV industry and provide attendees with the chance to interact and experience world-leading technologies and solutions in person and at first hand. A new development for 2022 is a paperless approach to visitor registration in the form of digital badges issued via the new ISE app. The app will also be a rich source of additional information and content.

Mike Blackman, Integrated Systems Events Managing Director, stated: "As an in-person event, we are uniquely placed to bring all elements of the industry together under one roof. In the build-up to our return to Barcelona, along with our co-owners AVIXA and CEDIA, we have worked hard to ensure that ISE 2022 offers the industry a truly worthwhile experience – showcasing innovation, becoming inspired by some of the brightest in the business, and most importantly, meeting up after so many difficult months apart."

Spread across five halls at the Fira Gran Vía, the show floor has been organised into five Technology Zones to provide a much-improved visitor experience. So far, over 700 companies have committed to exhibit. With wide aisles, an easy-to-navigate layout and industry-leading brands showcasing technology innovations and more, ISE 2022 will provide both the AV channel and end-users with plenty of inspiration and solutions for transforming their businesses.

The five Technology Zones are:

- Audio (Hall 7)
- Digital Signage & DooH (Hall 6)
- NEW: Lighting & Staging (Hall 7) – featuring special Lighting Demo Zone
- NEW: Residential & Smart Building (Hall 2) – newly combined zones
- NEW: Unified Communications & Education Technology (Hall 2) – newly combined zones

An innovation for 2022 is ISE's Sound Xperience. Set just metres away from the Fira Gran Vía, this dedicated cinema complex offers twelve uniquely configured listening rooms to showcase audio with depth, accuracy and pin-point clarity. This initiative, in partnership with Eventos Filmax Cinema Gran Vía complex, is the ultimate setting to sample the signature sound of the world's leading audio brands.

ISE has also greatly expanded its technology demonstration areas. There will be three new demo areas covering lighting and staging (within the Lighting & Staging Zone), audio and digital signage (both outdoors). Taking advantage of the expansive facilities at the venue, these new areas will allow visitors to experience

these major multi-technology solutions in 'real-life' set-ups.

Renowned as a destination for inspiring content, ISE 2022 will provide plenty of opportunities for professional development through its five-day, multi-language content programme.

Combining a mix of paid-for and free sessions, the 2022 thought-leadership programme covers a wide variety of industry topics. Starting on Monday with two, full-day conferences, the programme will take place on three dedicated stages within Hall 1. The Forum, a free-to-access feature commencing with daily keynote sessions, will be hosted by futurist Amelia Kallman. There will also be Spanish content in the AV Experience Zone, produced with AVIXA, while the Catalan Pavilion, in association with ACCIO, promises a great experience for visitors from the local region.

"We're excited to gather the AV community together at ISE's new home in Barcelona, a vibrant city known for its creativity and innovation," said Sarah Joyce, Chief Global Officer, AVIXA. "There will be many education opportunities for attendees to explore, including our CTS (Certified Technology Specialist) half-day workshops in multiple languages, along with member events such as the German CTS breakfast, Italian members' breakfast, and AVIXA Women's Council and AVIXA Diversity Council events. The AV Experience Zone returns with a two-day conference presented in Spanish that will explore AV in the retail, hospitality, and corporate markets. We can't wait to see everyone at the show in 2022!"

Featuring expert speakers, presentations and panel discussions, the ISE Conference programme comprises:

- Smart Building Conference (Monday 31 January)
- Digital Signage Summit (Monday 31 January)
- Control Rooms Summit (Tuesday 1 February - am)
- NEW: Smart Workplace Summit (Tuesday 1 February - pm)
- Digital Learning Summit (Wednesday 2 February - pm)
- NEW: Live Events Summit (Thursday 3 February - pm)
- NEW: Superyacht Technology Conference (Friday 4 Feb - am)

Giles Sutton, Interim Co-CEO at CEDIA commented: "Along with the whole professional home integration community, CEDIA is very much looking forward to ISE 2022 in Barcelona. The event next year marks the beginning of a new and exciting era for our industry as we look beyond the challenges of the past eighteen months to a brighter future for us all. CEDIA will be running an extensive professional development programme at the show, providing a wide range of opportunities for attendees to learn new skills, grow their knowledge and build a vibrant, fulfilling career path in the industry. We can't wait to re-connect with visitors from across the world at the Fira Gran Via in February 2022."

AV Career Day returns to ISE 2022, this year taking place on Thursday 2 February.

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Supported by AVIXA, CEDIA and ISE, this initiative is designed to showcase career opportunities throughout the AV industry and ensure that the next generation of AV professionals has the skills to meet the challenges of the future. A select group of technology students from universities and technical colleges across Europe will enjoy a hosted visit.

ISE is also working closely with the city of Barcelona, the Catalan government, and Spanish authorities. There will be some very enjoyable social events and features designed to showcase ISE's new home in Barcelona. More details will follow.

Making its debut in Barcelona is the Inavation Awards, produced by IML. Long associated with ISE, these awards celebrate the projects and technologies deployed by systems integrators, consultants and technology managers. The Inavation Awards will take place on Tuesday 1 February and promise to be a great night out. The Stand Design Awards, which celebrate and acknowledge the efforts of ISE's exhibitors in creating impactful and effective exhibition stands, will also take place during the show.

Covid safety measures will remain under constant review to ensure the most appropriate plans are in place for the situation in February 2022 as ISE continues to work closely with the venue, the city of Barcelona and the local and national health authorities. Potential measures could include the wearing of face masks, social distancing, and provision of enhanced sanitisation measures throughout the venue. A negative test, proof of vaccination or proof of recovery will be required to access the venue.

More details regarding these measures will be announced soon, but in the meantime, registration is now open – so go here to book your ticket at the website below.

Integrated Systems Europe, ISE 2022, will take place at the Fira de Barcelona Gran Vía on 1-4 February 2022. The ISE Conference programme runs from Monday 31 January through to Friday 4 February.

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