



The joint venture event of the Custom Electronic Design and Installation Association (CEDIA) and InfoComm International, known to all of us as **ISE 2016**, is now so popular that it has expanded to 4 days.

The 2016 edition (February 9-12th) will draw over 1000 exhibitors and more than 60,000 registered attendees to its Amsterdam RAI location.

And there is a growing selection of events, conferences and innovative new features around the show . This is what it is all about folks... it's not just walking the exhibits... by joining in the events you have a way to meet industry contacts and making contacts means making business.

On the day before the show opens visitors can listen to industry experts and thought leaders at the [Smart Building Conference](#) which highlights the changing landscape of technology for offices, rooms, and buildings in both residential and commercial AV technology.

"Knowing the digital building environment will be as important to integrators as knowing how to figure out room acoustics," says Bob Snyder, Content Chairman. The theme for this

year's SBC is "The Network is the Building." It will explore how the digital backbone changes the way we work, the way we live, and the new services now possible with today's buildings.



Erik Ubels, Deloitte, Director Information Technology & Workplace Services, will present a keynote on the world's smartest building, the Edge in Amsterdam. Philip Vanhoutte, MD at Plantronics, will explain how the new collaborative work is transforming everything in offices, from office design to soundscaping. Tom Carroll, Head of EMEA Corporate Research at **JLL (Jones Lang Lasalle)** shares their perspective on technology in the world of corporate real estate.

They join a line-up of experts from across the commercial and residential industries taking part in the Smart Building Conference.

Also taking place on 8 February is the [Audio Forum](#) conference. Visitors will have an opportunity to attend the pre-show event presented by *Conessioni* on the theme

Theories, Technologies, Legends and Myths about Audio

. Donato Masci, an acoustic designer and consultant from Studio Sound Service in Italy, will be one of the first to take the stage alongside qualified audio pros offering seminars and panels at the full day event.

The **Opening Panel Discussion** and **Opening Reception** will take place on the evening of the 8 February at 6pm. It will provide the ideal opportunity for networking over food and drinks and a chance to meet top industry executives.

The [Sports Venue Integration Summit](#) will be held on the morning of 11 February. Sports Video Group Europe, in conjunction with RH Consulting, will explore a day in the life of

the contemporary connected stadium. Topics to be covered include new approaches to fan engagement, AV/IT integration, event preparation and temporary overlay.

The second annual [Capital Summit](#), on the afternoon of 11 February, will benefit from leading European financial experts, equity funds and strategic investors, such as the returning panellist Neil MacTaggart of Media Asset Capital. John Bowen of MediaBridge Capital Advisors and John Stiernberg of Stiernberg Consulting will co-moderate the discussion, which aims to bring together AV and IT industry entrepreneurs and executives with financial professionals and business experts from the world of investments, mergers, and acquisitions.

To highlight the addition of the extra show day in 2016 will be the presentation of the [Closing Keynote speaker Dr. Michio Kaku](#), one of the world's leading business futurists and scientific figures. Dr Kaku's presentation will take place at 9am, half an hour before the final day of the show opens on 12 February.

An exciting first for ISE 2016 is the launch of the **Drone Arena**. Hosted by Stampede Global, the new area will welcome leading drone manufacturers, and will deliver a programme of education and practical demonstrations on a daily basis.

Another first will be the launch of the **Dolby Atmos Immersive Theatre**, a collaboration between Arcam; Dolby and Genelec. The theatre will demonstrate the breath-taking audio that can be delivered for music, music videos and movies.

ISE 2016 will also see the addition of a fourth Show Floor Theatre. The **Audio Solutions Theatre** (sponsored by Tannoy) joins the already established...

- **Residential Solutions** Theatre, (sponsored by KNX)
- **Commercial Solutions** Theatre, (sponsored by KNX)
- **Unified Communications** Theatre (sponsored by Crestron)

All sessions in the Show Floor Theatres are free to attend. Also, a special focus will add a series of themed **Digital Signage Summit Presents** sessions, taking place daily in the

Growing Selection of Events at ISE 2016

Written by Bob Snyder
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Commercial Solutions Theatres.

As usual, CEDIA and InfoComm International will present an even wider range of courses at ISE 2016. Both associations will offer more of their popular **technical and business education**, with offers in place for early bird discounts.

Need more info on ISE 2016? rAVe has the industry's only **ISE MicroSite** where all the ISE 2016 news, blogs, videos and photos will be posted. And, it's already live. Last year's coverage of the 3-day event included more than 1700 videos.

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