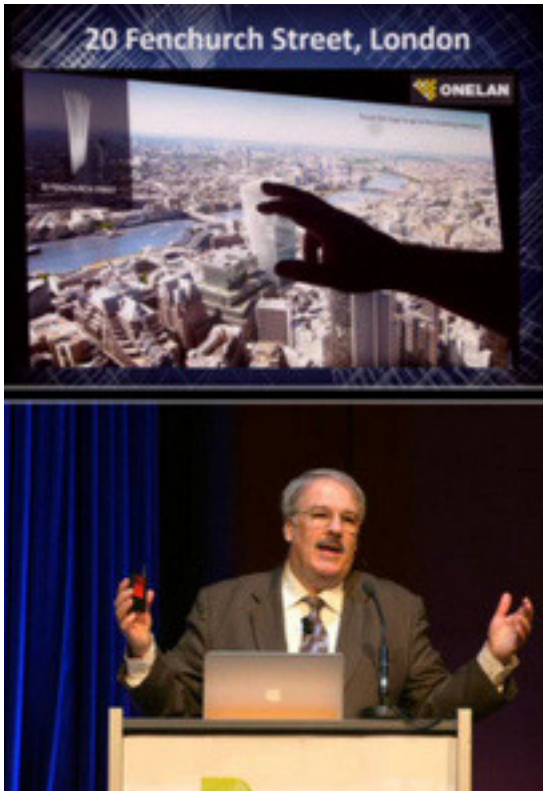


## The “Smartest-Ever Office Building”

Written by Bob Snyder  
29. 01. 2016

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Any integrator that sells conference rooms, corporate lobbies, residential, MDUs, whole house audio, public safety communications, or even control rooms should think about coming in to the [Smart Building Conference](#) in Amsterdam on Feb. 8th to meet the brightest minds driving change in the build environment.

Join in and you'll hear from the front lines: how an integrator in the UK melds IT and AV into a smart building offering, how a German integrator “secures” the building, how one integrator uses IP gateways to connect unusually large and disparate systems—and one of the most important “think-tanks” in Europe shares insight from its own original research.

More importantly, you'll hear about **the world's smartest office space ever constructed** (according to *Bloomberg Business*

). Understanding this one building will change your mind about how our industry will change in the next few years. It's not just the 8000 sensors in a “digital ceiling” that wires the building like synapses in a brain or Philips' Ethernet-powered LED connecting lighting or the mobile app that

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drives the staff working experience... it's all about the change in how we will work. I bet you'll get ideas for your own offices, but our role as pro AV integrators will be to follow these changes in how we want to work to employ the proper AV installations that make it all happen.

Sure, the conference will have a lot of technology discussion... we'll be sharing insight on KNX, IoT, Bluetooth LE, building automation and more (even the latest in home cinema). But the real opportunity is in the original research that shows how we live, how we work is changing...

Most of our business today is based on how people organized for work after World War II. Now the Millennials get to define what a digital world will look like. It's not your father's office anymore...it's not your mother's home... it's not even yours: we're talking about the spaces your sons and daughters will call home and work.

Go [All About the Smart Building Conference](#)