ISE 2011 stands out as the show's biggest yet-- the numbers are pretty clear about that. An estimated 35000 attendees visiting 715 exhibitors over some 26650 net square metres of Amsterdam RAI floorspace in 3 packed days (with extended hours for the last day).



The show's barely over and more impressive news shows up-- Integrated Systems Events confirms 2012's show will occupy an even larger space (with the addition of the RAI's Hall 7). How come? On-site exhibitor rebooking shows 102% of floor space already reserved for next year.

What about this year's show? For sure, it was consistently impressive, including new pavilions for 3D applications, digital signage, audio-video networking and more filling the show agendas.

A few observations: control and networking systems were big this year, with all the big players showing up (Crestron, Extron, AMX) alongside more networkable AV gear.

3D made a big appearance as well, with the organisers organising their own dedicated 3D theatre-- alongside demos from all the major manufacturers, including Samsung, LG and Runco. Pico projectors also made a bright appearance, with Samsung and 3M's 30-lumens models gaining a lot of attention.

The only major AV manufacturer not showing up? Sony. Their company slogan is Make.Believe and they can make.believe all they want that ISE is not that important to them. But 22% growth says at some point reality must set in.

Go ISE 2011 Sets new Benchmark for AV Tradeshow Attendance