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Integrated Systems Europe 2018 will premier a range of new show initiatives to make the 15th edition of the world's largest AV and systems integration show the most compelling so far.

The move has come as the show organisers Integrated Systems Events and its association co-owners **AVIXA** and **CEDIA**, focus on adding ever more value to the ISE experience.

Some of the ISE 2018 debuts include:

Launching on the day before ISE 2018 opens its doors, the **TIDE (Technology. Innovation. Design. Experience.)** conference, produced by AVIXA, is a one day event, which will take place at the Okura Hotel, a few minutes' walk from the RAI Amsterdam. TIDE will explore the creative forces and business decisions shaping the AV industry and how businesses can leverage these concepts. The TIDE conference will focus on
Design Thinking for Business
. The conference programme will be applicable to all design professionals, end customers and AV channel delegates.

The **World Masters of Projection Mapping** is a new competition with both the final and

awards' presentation occurring during ISE 2018. It is being produced by Amsterdam Light Festival, the RAI Amsterdam and ISE. The attendees will be able to view the finalists artistic 3D-light displays from canal boats sailing direct from the convention centre to the competition location.

The artistic and technical challenge for five shortlisted video artists will be to create a work of video art to be mapped onto the three-dimensional architecture of the futuristic EYE Filmmuseum, to be experienced, uniquely, from multiple viewpoints. Projectors, supplied by Panasonic, will be positioned around the futuristic building on a variety of platforms.

Judging will be led by Amsterdam Light Festival Creative Director Lennart Booij and will take place on 8 February. The winner will be announced at ISE on Friday 9 February at 12:30pm at a special awards showcase event featuring the five finalists. The presentation will feature each of the finalists' video art.

The World Masters of Projection Mapping awards showcase will be preceded by the launch of a new half-day conference. **blooloopLIVE** at ISE will explore how visitor attractions across the world, from theme parks to museums, zoos and heritage sites are increasingly creating night-time spectaculars. These live-technology powered events are designed to entertain guests and keep them at an attraction for longer, and range from lanterns to video mapping shows or from fountain displays to full-blown theatrical productions. blooloopLIVE will look at the technologies driving this new trend and will focus on hearing from key operators and the AV companies behind the shows.

XR Summit ISE is a one-day B2B strategy conference focused on the Virtual (VR), Augmented (AR) and Mixed Reality (MR) industry. Taking place on Tuesday 6 February in the RAI, it will explore the latest in these technologies, business strategies and solutions, and how they impact and empower the AV business.

XR Summit ISE will deliver an invaluable source of market intelligence and best practice case studies from some of the world's leading XR experts and thought leaders. It will be equally as invaluable for ISE attendees from 'the channel' as for those working in a variety of served vertical market sectors such as, Entertainment, Finance, Construction, Education, Training, Events, Simulation, Digital Signage, Medical, Real Estate and Conferencing.

Reinforcing ISE's commitment to XR technologies and solutions is the launch of a new **XR Technology Zone**. This is a special feature based next to Hall 8 (Park Foyer) to showcase the latest AR, VR and MR technologies and B2B solutions from a range of companies. Central to this new floor space will be an installation from ISE partner **Holovis**, a leading mixed reality solutions provider for the entertainment, industrial, and retail sectors.

A brand new Hall 15, situated at the front of the RAI Amsterdam, is being introduced to meet requests from companies wishing to participate in ISE. The new area will provide over 4000 sq. metres of additional space. More than 1200 exhibitors are expected to participate in ISE 2018, including over 180 that are exhibiting for the very first time. Some First Time Exhibitors include **Audiolo gic, Philips Lighting, Cadac, Vitec, Intel Corporation** and **Clay Paky** … and many others.

At ISE 2018, ISE co-owners AVIXA and CEDIA will produce their most comprehensive ISE educational programmes so far. New for 2018 is an easy-to-use Ticket Shop available through the ISE website. Attendees can buy a full range of AVIXA or CEDIA passes for individual or groups of sessions. There is also the option to purchase a Joint Association SuperPass. This pass gives delegates a chance to attend both AVIXA and CEDIA education sessions at a single comprehensive price. The holder of the pass will be able to choose as many sessions as they wish to attend.

Mike Blackman, Integrated Systems Events Managing Director, comments: "We are incredibly proud and excited by the new initiatives and features being brought to ISE 2018. They are designed to add value to everyone's time while at ISE, whether you are an exhibitor or attendee. It will be a truly immersive experience for all.

Go ISE 2018