

ISE 2018 Recap

Did U.S. AV Professionals Flock to the Burgeoning ISE?

BY ROB LANE

Integrated Systems Europe (ISE) broke its attendance records yet again this year, with just short of 81,000 attendees compared with slightly more than 73,000 in 2017. The show was visibly busier than last year, with most exhibitors *SCN* spoke to reporting an increase in the quality of booth visitors alongside the swollen numbers. And, with 1,296 exhibitors to see across 15 halls, it's likely that visitors went home tired, but satiated. So, how do American exhibitors and attendees view the four-day annual event, and is it worth the investment in time and money?

Certainly, the U.S. manufacturers *SCN* spoke were effusive in their praise of ISE and its organizers, particularly of AVIXA, producer of InfoComm trade shows and co-owner of ISE. There was also broad acknowledgment of ISE's importance to U.S. visitors as well as exhibitors—although it's difficult to say for sure whether attendee numbers have grown year on year.

"The show is growing for us, it's becoming really important," said John Monitto, director of business development/sales manager, Meyer Sound. "AVIXA seems to be growing in leaps and bounds, which is exciting. I'd say it's as busy this year as it has been—it has been amazing these last couple of years. We've seen a fair number of American visitors. I think we're seeing a lot more people from the U.S. coming over, Canadians too."

AVIXA's conferences are also helping to increase interest in ISE, according to Monitto, giving visitors even more reasons to attend. "It really is getting a lot of attention, becoming a growing thing. I think that they are really supporting ISE too, with the association and everything that goes around it: it helps the show tremendously."

Gary Dayton, VP of U.S. sales at Bryston, witnessed more of a U.S. presence, and was wowed by the diversity of the commercial AV products on display.

"ISE is a well-conceived show combining residential and commercial AV solutions, all under one roof, and I am confident that Bryston benefitted from exhibiting," Dayton said. "Looking around at the vast and diverse commercial product offerings was inspirational. I also felt that North America was very well represented in terms of both manufacturers and attendees. I saw integrators from all over the U.S. on the show floor."



Attendees discover Meyer Sound's latest solutions at ISE 2018.

Nick Belcore, executive vice president of global sales and marketing, Peerless-AV, could also see the huge value of ISE as a launchpad for manufacturers' new products, and as a global event. "The year's preeminent technology is on display and provides valuable insight into product invention and evolutionary trends, as well as the ability to showcase your innovation to a broad international audience."

As ISE continues to grow, both in size (exhibitor capacity aside in the current venue) and influence, it's clear that its importance to American integrators, distributors, and manufacturers will only keep expanding. This is, after all, a global event of global importance, with exhibitors and attendees from around the world—there were 177 different countries represented by attendees in 2017, and we expect this to have broadened when the full set of 2018 figures are released. Exhibitors love ISE—floor space for the 2019 show currently stands at 103 percent. And let's be honest: 80,923 AV professionals can't be wrong!

Rob Lane is founder/director of UK-headquartered tech PR agency Bigger Boat PR and has 20+ years of experience of writing for, editing, and publishing AV publications. He writes regularly for a variety of commercial and residential AV magazines.

Tidal Shift in AV Design

TIDE Encourages Design Thinking, Creative Synthesis in AV

BY MARGOT DOUAIHY

Where and when do you have your best ideas? In your office? Hunched over the conference room table? Probably not, said Kevin Jackson, editor-and-chief of *Live* magazine and moderator of TIDE (Technology. Innovation. Design. Experience.).

Jackson suggested that our most original and revolutionary thoughts often strike in unexpected times and places. That's why it's crucial for AV professionals to see the familiar in fresh ways and explore radically new perspectives. It is this laboratory mindset that fuels TIDE and illustrates how AV businesses can benefit from design thinking.



The TIDE Talk "The Science Behind Better Event Design" presented by neuroscience storyteller Ben Moorsom.

Kevin Jackson urged TIDE's 200 attendees to "take creativity seriously," especially in this time of dramatic economic transformation. "This is the experience economy," he noted. "Great marketing used to be about what you said, now it is about what you do for people. It's how you add value to their lives." He added that context and storytelling are key. But not just the stories you tell your clients; "it's the stories you tell yourself. Business starts with personal growth."

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