

# ISE 2024 a resounding Success



Integrated Systems Europe 2024 was the most successful edition in its 20-year history. Taking place at the Fira de Barcelona Gran Via venue the show attracted 73,891 unique verified attendees from 162 countries, a record since the show's inception in Geneva in 2004. This represents an increase of 27% on the 2023 edition.

On the Wednesday (31 January) the show had 51,617 visitors, the highest number ever in a single day beating the previous record by almost 22%. The total number of registrations reached 95,396 with 172,627 visits across the four days. Attendee numbers for the Friday were at 24,528, a record for the show since it went to a four-day event. Alongside record-breaking occupation in the city's hotels, bars, and entertainment venues, exhibitors reported unparalleled footfall on booths across the largest ever ISE show. The exhibition showcased its highest number of exhibitors with (1,408) and the largest show floor space (82,000 sqm net).

ISE 2024 was a testament to the innovation of the pro-AV and systems integration community. Exhibitors from around the globe presented state-of-the-art solutions, ranging from advanced display technologies and immersive audio systems to smart automation and collaborative communication tools. The diverse array of products

and services reflected the industry's commitment to pushing boundaries and enhancing user experiences.

Mike Blackman, Managing Director of Integrated Systems Events commented: "In the illustrious 20-year journey of ISE, we have witnessed the transformative power of innovation and collaboration within our community. ISE 2024 not only reflects the cutting-edge technologies defining our industry but also serves as a testament to the enduring spirit of creativity and camaraderie. As we celebrate this milestone, alongside our co-owners AVIXA and CEDIA we look forward to continuing our commitment to being a global platform for industry professionals."

The educational component of ISE 2024 was exceptional. The conference sessions, workshops, and keynote presentations from multi-Academy Award-winning director Sharmeen Obaid-Chinoy, and leading digital artists Jeroen van der Most and Sofia Crespo were curated to provide valuable insights into emerging trends, market dynamics, and technological breakthroughs. Renowned speakers in the conferences and on the show floor stages shared their expertise on topics such as artificial intelligence in AV, sustainable design, and the future of remote collaboration. Attendees had the opportunity to engage in meaningful discussions and gain actionable knowledge to stay ahead in the rapidly evolving industry.

The celebration of ISE's 20th anniversary added a special touch to the event. Commemorative events, retrospective installations such as the ISE Time Tunnel and Vintage Audio Museum, and acknowledgments of industry pioneers highlighted the incredible journey of ISE. This not only created a sense of nostalgia but also underscored the industry's resilience and adaptability in the face of technological evolution. ISE returns to Barcelona 4 - 7 February 2025.

[www.iseurope.org](http://www.iseurope.org)