

### ISE 2021 evolves to support AV industry getting back to business

Integrated Systems Events and its co-owners AVIXA and CEDIA have jointly announced ISE Live & Online, a series of local events in Barcelona, Munich, Amsterdam and London which will be supported by a comprehensive digital offering powered by CISCO. With the uncertainty surrounding the pandemic and global travel restrictions, ISE Live & Online will take the place of the traditional in-person large tradeshow format.

Integrated Systems Events Managing Director Mike Blackman explained “We have reached this decision following extensive discussions with our exhibitors over the last few months, and more explicitly, these last 10 days. All along there has been a clear demand for a four-day ISE show in Barcelona in June. However, uncertainty surrounding the pandemic and international travel remains, which means we are unable to run ISE 2021 in its traditional format. Our exhibitors have made it clear that there is a desire to get the industry together, but on a local level. In response, we are targeting Europe’s key markets across the AV sector and aim to deliver a quality audience who want to meet potential suppliers, existing customers and network with their peers.”

More information will be released on both the digital and the local events in the coming days – in summary:

#### ISE Live & Online Schedule

- 1-2 June, Fira Barcelona (Tue/Wed)
- 8-9 June, MAC Forum, Munich (Tue / Wed)
- 15-16 June, RAI, Amsterdam (Tue/Wed)
- 23-24 June, Evolution, Battersea, London (Wed/Thurs)

“For 2021, we have a rich and exciting digital offering” said Blackman. “We are proud to be working with CISCO on this innovative approach. We will be bringing ISE to four cities in June and continuing with our popular RISE Spotlight programme throughout the year. Working with the industry in this way, we will be providing meaningful opportunities for sales teams to meet their customers, for people to experience product innovations, and of course, for networking.”

“COVID has taught us all to listen more attentively,” said David Labuskes, AVIXA CEO. “Listen to our neighbours, our family, our co-workers, our customers and our market. I believe this approach reflects what we’ve heard, a strong desire for prudent and safe face-to-face gatherings that can reinforce business connections and initiate growth. We are honoured to be in a position to offer these to our community.”

Giles Sutton, joint CEO of CEDIA added “Everyone in the industry is missing the

human interaction that is such a vital part of our industry – the opportunity not just to see, hear and touch new products and innovations in our sector but also everything that ISE brings in terms of learning, networking and that all important sense of community. The ISE team has worked tirelessly to ensure that guidelines could be in place to protect our exhibitors and visitors on-site. However, there remains uncertainty around current travel restrictions and the ability for our global audience to take part in person. The success of ISE has been built on broad industry support and that is the reason why we have taken these decisions this week. We look forward to a debut show where our community can all be together again in Barcelona in February 2022.”

Mike Blackman concluded: “We have been humbled by the many messages of support that we have received from our customers and partners who have appreciated the steps we have taken. We look forward to continuing to serve the industry in the year ahead and cannot wait to come back together in Barcelona, delivering the ISE show in February 2022.

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

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

[www.cedia.net](http://www.cedia.net)