integrated
systems
europe

ISE20

YOUR MIDWICH GUIDE
FIND US AT STAND NUMBER 5-S110

midwich

Welcome to the world's biggest pro AV show...

This year's ISE promises to be the most compelling yet, with a full professional development programme and all the usual showstopping technologies from the world's leading AV brands. It's become an unmissable show – and is, by all accounts, now the world's leading conference and exhibition for the pro AV industry.

This will be my 10th consecutive year attending ISE in Amsterdam and just as I'm becoming accustomed to the RAI's vast floorplan, spread across 15 halls, we're on the move! **How can this conference get any bigger?** I guess we'll find out when we land in Barcelona this time next year but if you can't wait that long, pop along to the ¡Hola Barcelona! event this Friday at 12:00pm at the RAI, Forum as we'll be treated to a sneak preview!

Why is ISE unmissable? Firstly, our vendor partners use the opportunity to launch new products, so it's always exciting to find out what new technology we'll be supporting your business with across 2020. For me personally, the crowds are always too big to get 'hands-on', so ISE provides a taste of what we're likely to see at Midwich's events across 2020; including Technology Ireland, Technology North, Technology Scotland and of course, our flagship event, Technology Xposed.

Secondly, our business is all about relationships. ISE is always the first date in the new year which allows the Midwich Team to catch up with our customers. That's why we intentionally design our stand space for comfort, relaxation and hospitality – it's a chance to meet old friends and make new ones. As well as presenting over 1,300 leading technology and solutions providers, ISE 2020 showcases a unique set of conferences, keynote speeches, training programmes, and show floor events. These take place pre-show and throughout the four-day exhibition. I would encourage you to visit the 'What's on?' section of the ISE website **www.iseurope.org**.

If you miss the show then don't worry, our Midwich TV crew will be in attendance to capture the video highlights – keep checking our Twitter/LinkedIn/Instagram/YouTube channels for all the footage across the 4 days.

The final thing for me to say is to make sure you visit the Midwich Group stand daily; we're located in **Hall 5 stand S110/S130**. Our stand is bigger than ever before with free-flowing coffee (beer after 5pm), delicious snacks and comfy seating. Make yourself comfortable and talk tech with our team – we'd also be delighted to accompany you to any of our vendors stands, if you so wish.

Best regards
**Steve Fay
Director, External Sales**

Find us on social media

Top Tips –
Making the most out of ISE 2020

1. Plan, plan, plan. There are 15 halls with over 1,300 exhibitors. Make sure you prioritise the ones you want to see – but keep your eyes open on your way round.

2. Stay hydrated and wear a comfy pair of shoes - if you plan to see only 20% of the exhibitors, you'll still inevitably clock up over 20 miles of walking across the week!

3. ISE has a full professional development programme supported by their association co-owners AVIXA and CEDIA. It's officially their biggest conference programme ever - visit **www.iseurope. com** for the full programme.

4. If you're travelling by tram, only the number 4 services the RAI. It gets jam-packed, so try not to travel at peak show times. The metro can be a more comfortable option.

5. Use this guide – page 12 – to find out which of Midwich's vendors has a presence at ISE.

6. Pick up a copy of the ISE Daily. It's full of breaking news, information about what's going on, and who's showing what.

7. Plan on an early or late lunch – the queues can get very long.

8. Be sure and visit the Midwich Group stand – **Hall 5 Stand 5-S110, 5-S130** – for a chat, or for any help you need to make the most of the show.

Contents

#ISE2020

How **Midwich** Can Help You

Did you know? **The ISE exhibition floor is sectioned into different technology zones, giving attendees a concentration of relevant exhibitors in designated areas. This makes navigating around the almost 1,300 exhibitors more straightforward.**

On ISE's substantial show floor, eight of the 15 halls play host to one of six Technology Zones. These six locations group together exhibitors in major technology areas, making it easier for attendees to find and compare the solutions they are looking for, and saving you time.

The six Technology Zones are:

Audio & Live Events (Halls 6 & 7, extending into Hall 1)
Digital Signage & DooH (Hall 8)
Education Technology (Hall 13)
Residential (Hall 5, extending into Hall 1)
Smart Building (Hall 9)
Unified Communications (Hall 11)

ISE can be overwhelming – and frustrating too, because there's never enough time to see everything. However, we're here to help. Working closely with our vendors we'll share with you our insight into the exciting things to look out for.

Whatever you're looking for to support and grow your business in 2020, we can provide the first-hand knowledge that will help you make optimum choices.

Specifically, we can:

- Help you meet with any of our vendor partners
- Work with you on developing new business opportunities
- Advise you on complex, multi-manufacturer projects
- Guide you on how to make the most of ISE

CPD opportunities at ISE

ISE provides numerous opportunities to add to your knowledge through a broad range of educational sessions. Highlights this year include:

- **AudioForum @ ISE 2020**
  Monday, 09:30 – RAI, Room G103
- **Projection Mapping**
  Monday-Friday, 17:00 – Outside RAI Elicium Building
- **AVIXA Higher Education Conference**
  Tuesday, 13:00 – RAI, Room E102
- **Inavation Awards**
  Tuesday, 18:30 – Beurs van Berlage...
  We've been shortlisted for Distributor of the year!
- **AVIXA Enterprise AV Conference**
  Wednesday, 13:00 – RAI – Room E102

¡Hola Barcelona!
Friday, 12:00 –
RAI, Forum

To mark the final edition of ISE at the RAI Amsterdam, a very special event on the last day of ISE 2020 will reflect on the show's development over the years while also looking forward to the next chapter of its story in Barcelona.

Presented by Integrated Systems Europe Managing Director Mike Blackman, the event will also provide an opportunity for ISE, and its owners AVIXA and CEDIA, to say 'goodbye and thank you' to the City of Amsterdam and the RAI, and acknowledge their important contributions to the show's phenomenal growth. Specially commissioned video content will tell the story of ISE, starting with its first edition in Geneva in 2004.

¡Hola Barcelona! begins at 12:00 and is scheduled to last approximately 35 minutes. It is free to attend and will be followed by a networking reception. Advance booking is not required, but attendees are advised to arrive early as places are limited.

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Technology **Trends**

UNIFIED COMMUNICATIONS & COLLABORATION (UC&C)

Machine learning and unique feature sets are now key for technology in this category. The collaborative hardware market has become a #me-too area saturated with video and audio products all boasting agnostic support for any soft codec service, and more recently we have seen the software providers offering interoperability also.

The stars of the show will support analysis features including head count in the room or even facial recognition to help facilities management understand the use of their systems, presence technology to tailor the user experience from the moment they enter the room to the desired behaviours and even voice control for the ultimate in simplified systems.

This year we expect to see more manufacturers releasing product solutions for all room sizes from huddle rooms, through large board rooms and to the auditorium and conference spaces all supported by single hardware brands. The millennials are no longer 'entering' the workforce they now pretty much dominate it and bring with them an expectation of a wire-free world. ISE will host plenty of content sharing solutions supporting all devices and operating systems. The key now to these function rich offerings is the user interface – user training for room systems is a thing of the past and customers expect the plug and play experience of the consumer world, if you find products at the show and can utilise their feature sets with minimal guidance from an expert you may be onto a winner.

LED

Through 2019 we saw a huge price shift in <2mm - <4mm LED. ISE will demonstrate that 2.5mm is now firmly the new 4mm of old. Price reduction in 1.5mm has and will continue to drive increased purchases showing how this NPP is no longer just for the elite.

Maturing manufacturing, higher demand and customer confidence is seeing a bigger shift to a mature technology market and the Chinese model arguably remains the best in the world at finding the balance in 'need to have' vs. 'nice to have'.

ISE will prove the main manufacturers are focusing on improving pixel technology to combat pixel failure and fragility, and image quality. SMD technology is still the dominant force, improved IMD SMD will take the SMD platform forward short term, with longer term development of mass transfer (chip on board) LED using mini and micro size LED chips seeing the LED platform realise its potential for display market domination.

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TECH TRENDS

Technology **Trends**

LED (cont.)

We expect IMD SMD will be the major trend this year, it offers a better balance of display performance, price and single pixel repair compared to new chip-on-board technologies using standard LED chip sizes and non-mass transfer techniques that compromise visual performance, price and serviceability.

Select manufacturers will showcase microLED, driven primarily by consumer brands who have the R&D budgets to push boundaries. These brands are chasing realisation of the technology for the much bigger consumer market opportunity.

DISPLAYS

Displays may have reached their temporary ceiling in terms of resolution and image quality. That's not to say we cannot improve, but simply we must now give content production and distribution a chance to catch up.

ISE 2020 will see 4K as a standard resolution offering from most display manufacturers with just a few showing 8K solutions from a single panel. The OLED and QLED battle promises to give us some technology eye candy once again and of course the visual show stoppers will come from the transparent and flexible displays.

Thinner bezels from video walls and easy innovative mounting solutions will be complimented by more displays with off-board electronics.

Customers should plan to spend significant time with the interactive display vendors to fully understand the many features of the collaboration display and its positive impact on productivity. In-built wireless content sharing, single click to call conferencing solutions, increased hardwired connectivity and in-built extended desktop/videowall capability mean that one size really can fit all applications now.

Keep an eye out for design topographies such as simple and concise user interfaces, enterprise management platforms for large installs and features to increase accessibility for all levels of user. The ultimate collaborative displays will include machine learning and analytics for facilities management to keep up with the fast-developing UC hardware market.

PROJECTION

The biggest technology evolution in our market remains the transition from projection to flat panel in the meeting and learning space. Yet with increased resolutions, lower cost of ownership and more brightness for your money projection remains a popular technology choice in these spaces still – so expect to see laser solutions from all of the main players.

Projection has historically had a monopoly on the immersive experience sector, only recently seeing competition from creative LED, curved and flexible displays.

The display manufacturers will have a harder job conquering these

applications as quickly as they have dented the presentation rooms as the projection manufacturers are adopting the laser technology in their brighter and professional grade units meaning previously difficult environments can be supported with long life and low service lighter weight options.

Now that many manufacturers have both rugged and easily concealed options they can focus on the functionality that will expose the weaknesses of their competition - bezels. Expect to see increased lens shift, in-built blend capabilities as well as image warp and manipulation features in the shape of immersive rooms, projection mapping and dome projection.

NETWORKED AV

SCAN ME

The benefits of AV over IP are now well documented, and few are unaware of the increased scalability, reach and flexibility this distribution can offer over traditional point to point and HDBaseT products.

This transition is still in its infancy with a nervousness demonstrated by many to take the jump and switch to IP based systems.

This year expect to see AV over IP solutions aggressively challenging legacy technologies with lots of UHD/4K, HDR support and reduced latencies. Until now many manufacturers promoted the benefits of using the customer's LAN for AV over IP signal management. This year,

however, most will promote dedicated networks and showcase plug and play set up capability with auto discovery and easy management interfaces.

For those concerned about compression look out for 10G solutions and maybe hints of 25GB solutions as we expect to see more 10 and 25GB ethernet switches available in the market specifically tailored to media distribution and at continually reducing price points.

Brands in this space are no longer pitching conversion from legacy systems to customers, they are now pitching their solution against their competitors – a great indicator that the next technology evolution is about to ignite.

PROFESSIONAL VIDEO

As the cameras on our phones get better and better, professional video manufacturers have had to up their game. More resolution, HDR, more cinematic looks and fantastic low light performance are the characteristics of the latest crop of professional cameras.

Meanwhile PTZ sales are going through the roof, they keep production costs down, because one operator can control multiple cameras. With extra software these cameras can now detect faces and track individuals to further automate production. Even cutting between cameras can now be done over the internet.

At the high end of broadcast 8K is being whispered about, just as we were getting used to 4K.
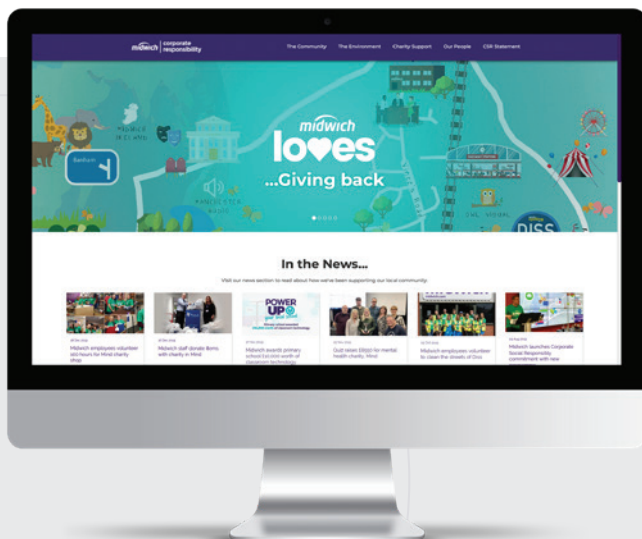
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ISE2020 Share our Vision

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Hall 5 R20, Amsterdam RAI

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STAND 8-K120

ENGAGE YOUR AUDIENCE

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iiyama
professional displays

Midwich partners

Where to find our partner brands at ISE 2020

ABSEN	12-C50, 12-E80
AG NEOVO	8-K320
AMPETRONIC	7-C192
ANALOG WAY	3-B130
ATLONA	5-T50
AUDIO-TECHNICA LTD	3-B120
AV STUMPFL	1-H10, 1-H5
B-TECH AV MOUNTS	5-R40
BALANCEBOX	13-D140
BARCO	12-F120
BENQ EUROPE B.V	1-N10, BK000
BIAMP SYSTEMS	3-B90, 1-H140
BOSCH SECURITY SYSTEMS B.V	2-A90, 2-B70, 2-B80
BRIGHTSIGN	8-E200
C2G	2-C50
CANON EUROPE	1-F50
CASIO EUROPE GMBH	1-M40, 11-B175
CHIEF	2-C50
CLOUD ELECTRONICS LTD	6-K150
DA-LITE	2-C50
DATAPATH LTD	10-P182, 10-S155
ELECTRO-VOICE	2-B80
ELMO EUROPE SAS	1-N105
EPIPHAN VIDEO	11-B110
EPSON EUROPE B.V	1-H90
EXTERITY	10-K163
HARMAN INTERNATIONAL INDUSTRIES	1-F10, 1F5, 1-N5
HYPERVSN	15-C255
IIYAMA	8-K120
K-ARRAY	7-X220, 7-Y195
KRAMER ELECTRONICS LTD	1-F20
LEGRAND	2-C50
LEYARD	12-H100
LG ELECTRONICS	12-K90

Holdan partners

BLACKMAGIC DESIGN	3-C140
DATAVIDEO	7-C180
EPIPHAN	11-B110
FIELDCAST	14-M180
LUMENS	11-F120
PANASONIC	1-H20
TVONE	1-M110

LIBERTY AV SOLUTIONS	15-G230
LIFESIZE	12-C120
LINDY	5-T95
LOXIT LTD	11-F160
LUMENS DIGITAL OPTICS INC.	11-F120
MAXELL EUROPE LTD	1-F100
MERSIVE	14-N120, 14-N130
MIDDLE ATLANTIC	2-C50
MSOLUTIONS	5-T80
MONITOR AUDIO LTD	5-R85
NEC DISPLAY SOLUTIONS	5-R20, 8-A100, BK004, BK006
NOVASTAR	5-R15
PEERLESS-AV	12-F90
PHILIPS PROFESSIONAL DISPLAY SOLUTIONS	10-H170, 10-K170
PROJECTA	2-C50
RCF	7-R200
SAMSUNG ELECTRONICS	4-S100
SCREENINT	5-T60
SENNHEISER	2-A34, 2-B50
SHURE	3-B100
SIGNAGELIVE	8-C352
SIGNET	5-V138
SMART	AMSTEL BOATHOUSE
SONOS	5-V130
SONY	1-N20, BK026, BK028, BK032
TASCAM	7-X226
TEAMMATE	13-C150
TOA ELECTRONICS EUROPE GMBH	7-N200
TRIPLEPLAY	10-N155
TVONE	1-M110
VADDIO	2-C50
WYRESTORM TECHNOLOGIES	1-N120
YAMAHA COMMERCIAL AUDIO	8-C166
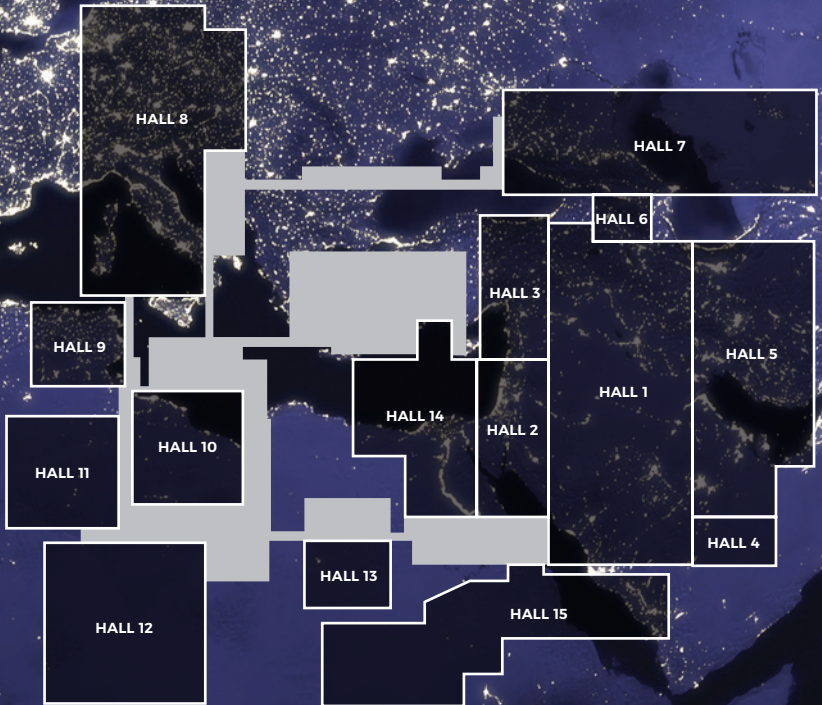
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HALL 12 F-90

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