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ISE organiser Integrated Systems Events announces an official cooperation with VR Days Europe, the "unique celebration of Virtual and Augmented content, creativity and production."

VR Days Europe takes place in 5 different venues across the city of Amsterdam. Now in its 3rd year, the event comprises a range of keynotes, sessions, workshops and seminars all centered around the technology in the title, virtual reality. The 2017 edition takes place on 25-27 October, with a one-day conference at the prestigious DeLaMar Theatre, the Experts Tracks look at vertical markets, the VRackathan (where experts tackle challenges set by companies and organisations), a CineMart featuring a jury of VR film and technology leaders and a Church of VR showcase of finest VR content.

In addition the event features an exhibition and the Halo Awards to honour leading AR, VR and MR projects. As part of the cooperation agreement, Integrated Systems Events will provide content, marketing and organisational support for VR Days Europe. In return, VR Days Europe will produce a VR Days event at ISE 2018 targeted towards ISE exhibitors and attendees.

“The use of Augmented and Virtual Reality products and solutions is already playing a significant role in the AV business for both our exhibitors and attendees," Integrated Systems Events managing director Mike Blackman remarks. "There is much to learn and much to get excited about. It’s vital that ISE is able to provide a platform for companies and individuals that are keen to understand the current state-of the-art, what’s available today and what’s coming in the future. VR Days has an unrivaled position to help us deliver this and one that we are proud to be involved with and help to develop.”

Go VR Days Europe