

## Big Numbers for ISE 2018!

Written by Marco Attard  
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The numbers from ISE 2018 are in and, as expected, they are big-- so much so the 15th edition of the show was the biggest yet, attracting 80923 visitors over its 4-day duration, a 10.3% increase over 2017.



Interestingly, almost 20000 visitors attended on the last day of the show, while 30% of total attendees were visiting ISE for the first time. As for the show itself, the 2018 edition featured 15 halls filling 53000 square metres of floor space. Occupying the halls were 1296 exhibitors, of which 294 were first timers, and Integrated Systems Events says floor space confirmed for ISE 2019 already stands at 103% of the total booked for ISE 2018.

"It's been a great show that has delivered on all fronts. I'm delighted to report that visitor numbers and exhibitor satisfaction have both been very high," Integrated Systems Events managing director Mike Blackman says. "On behalf of ISE, I'd like to thank all our attendees, exhibitors, partners and our co-owners AVIXA and CEDIA. This combination has made ISE what it is today and ensures that we are able to build on our successes year on year."

The show opened with the traditional Opening Address, this time with a talk about smart building and "Senseable Cities" by architect and inventor Carlo Ratti. Other highlights include no less than 9 dedicated B2B conferences, a Stand Awards competition, "Tech Tours" to 3 leading AV installations and 5 days of development programming from AVIXA and CEDIA.

Another highlight is the debut of the World Masters of Projection Mapping completion-- a joint venture between Amsterdam Light Festival, RAI Amsterdam and ISE. The competition had 5 video artists project artworks on the EYE Filmmuseum in the centre of the city, and culminated on the last day of ISE with award going to the artwork Stripes 5 by Florian and Michael Quistrebert.

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ISE 2019 takes place at the RAI Amsterdam on 5-8 February 2019.

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