

**INTEGRATE**

MIDDLE EAST

**16-18 MAY 2023**  
DUBAI WORLD TRADE CENTRE

# MENA'S PREMIER PRO AV & SYSTEM INTEGRATION BUSINESS EVENT



DEVISE

DESIGN

INTEGRATE

[WWW.INTEGRATEME.COM](http://WWW.INTEGRATEME.COM)

# GLOBAL INNVOATION ON THE SHOW FLOOR

Three days of discovery, learning, connection and opportunity as the industry comes together to design, shape and co-create its future.

EXHIBITORS	COUNTRY	HALL NAME	STAND NUMBER
Absen Optoelectronic Co., Ltd.	United Arab Emirates	Trade Centre Arena	A8
ACE Marketing Inc. Shenzhen	China	Trade Centre Arena	AR-A21
Almoe Digital Solutions LLC	United Arab Emirates	Trade Centre Arena	AR-B10
Analog Way Branch	United Arab Emirates	Trade Centre Arena	AR-A05
Atlona Incorporated	United States of America	Trade Centre Arena	AR-A32
BEBRIGHT TRADING L.L.C	United Arab Emirates	Trade Centre Arena	AR-D32
BenQ Middle East	United Arab Emirates	Trade Centre Arena	AR-C30.
Black Box	Netherlands	Trade Centre Arena	AR-A33
Blank Canvas Publishing Ltd	United Kingdom	Trade Centre Arena	MEDIA PARTNER
CAI – Association for Audio Visual Professionals	United Kingdom	Trade Centre Arena	Media Partner
Chief Marketing Officers Magazine	Egypt	Trade Centre Arena	Media Partner
Christie Digital Systems Canada Inc. (Branch)	United Arab Emirates	Trade Centre Arena	AR-F20
CIOReview APAC	United States of America	Trade Centre Arena	Media Partner
Epson Europe Middle East Office	United Arab Emirates	Trade Centre Arena	AR-D10
Global Signage Alliance	Netherlands		Media Partner
GODOX Photo Equipment Co.,Ltd.	China	Trade Centre Arena	AR-D21
Guangdong Nanguang Photo&Video Systems Co., Ltd	China	Trade Centre Arena	AR-A20
Hunan YesTech Opto-Electronic Co., Ltd	China	Trade Centre Arena	AR-E40
Inavate Iml Group	United Kingdom	Trade Centre Arena	AR-B32
INFiLED EUROPE B. V.	Netherlands	Trade Centre Arena	AR-E20
Ledman Optoelectronic Co., Ltd.	China	Trade Centre Arena	AR-C20
Lightware Middle East FZE	United Arab Emirates	Trade Centre Arena	AR-D20
Lynchpin Media	United Kingdom		Media Partner
Masterpiece LLC	United Arab Emirates	Trade Centre Arena	AR-A11
Meking Photographic Equipment	China	Trade Centre Arena	AR-D30
Mondiale Publishing Ltd.	United Kingdom	Trade Centre Arena	AR-A12
Oasis Enterprises Limited Liability Company	United Arab Emirates	Trade Centre Arena	AR-G20
Provision Avl	United Arab Emirates	Trade Centre Arena	AR-E10
Prolyte	Netherlands	Trade Centre Arena	AR-E10
Chauvet	USA	Trade Centre Arena	AR-E10
Solid State Logic	UK	Trade Centre Arena	AR-E10
PMC Speakers	UK	Trade Centre Arena	AR-E10
FBT	Italy	Trade Centre Arena	AR-E10
LITEC	Italy	Trade Centre Arena	AR-E10
EXE Technology	Italy	Trade Centre Arena	AR-E10

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EXHIBITORS	COUNTRY	HALL NAME	STAND NUMBER
Rocware	China	Trade Centre Arena	AR-E42
ROE Visual Co., Ltd.	China	Trade Centre Arena	AR-C10
Shenzhen Accsoon Technology Co.,Ltd.	China	Trade Centre Arena	A2
Shenzhen Aoto Electronics Co., Ltd	China	Trade Centre Arena	AR-F41
Shenzhen HDL Visual CO., LTD.	China	Trade Centre Arena	AR-A06
Shenzhen Hollyland Technology co., Ltd	China	Trade Centre Arena	A5
Shenzhen Jiayz Photo Industrial., Ltd	China	Trade Centre Arena	AR-G40
Shenzhen Liantronics CO.,Ltd	China	Trade Centre Arena	AR-F10
SHENZHEN LP DISPLAY TECHNOLOGY Co.,Ltd	China	Trade Centre Arena	AR-F40
Shenzhen Mary Photoelectricity Co., Ltd	China	Trade Centre Arena	AR-A21
Shenzhen Muxwave Technology Co.,Ltd	China	Trade Centre Arena	AR-D40
Shenzhen YONGNUO Photographic Equipment .,LTD	China	Trade Centre Arena	AR-E21
StreamPort Media FZCO	United Arab Emirates	Trade Centre Arena	A3
Systems Integration Asia	Singapore		Media Partner
Thomsun Trading Est	United Arab Emirates	Trade Centre Arena	AR-A30
U-LINK Systems	United Kingdom	Trade Centre Arena	AR-B30
Unilumin Group Co., Ltd.	China	Trade Centre Arena	AR-E30
Ventuz Technology AG	Germany	Trade Centre Arena	AR-B33
VUE Audio Visual Trading LLC (VUEAV)	United Arab Emirates	Trade Centre Arena	AR-B20
Yuyao Vistar Electronic Science & Technology Co., Ltd.	China	Trade Centre Arena	AR-A10
GSL Professional LLC	United Arab Emirates	Trade Centre Arena	100
Calrec	United Arab Emirates	Trade Centre Arena	100
Audio Technica	United Arab Emirates	Trade Centre Arena	100
Orban	United Arab Emirates	Trade Centre Arena	100
Genelec	United Arab Emirates	Trade Centre Arena	100
Panasonic	United Arab Emirates	Trade Centre Arena	100
Tascam	United Arab Emirates	Trade Centre Arena	100
Chauvet	United Arab Emirates	Trade Centre Arena	100





# INTEGRATE MIDDLE EAST SUMMIT

The launch of the Integrate Middle East Summit, a key component feature of the inaugural Integrate Middle East Exhibition in May 2023 and an essential new learning and networking event for the whole AV integration value chain. This timely platform will serve not only to outline the MENA region's unlimited market potential and the very latest industry trends, but also to showcase solutions that are business critical across industry verticals, accommodate international thought leaders, explore how new technologies are reshaping solution adoption, act as a catalyst for advancements in innovation, as well as spark discussions that create visibility across sectors on the benefits of a well-designed Pro-AV strategy.

CONFERENCES





# TOP SPEAKERS



**Amelia Kallman**  
Futurist, Author  
**The Big Reveal**  
UK



**Bob Snyder**  
Editor-in-Chief  
**Channel Media**  
Belgium



**Takashi Kudo**  
Global Brand Director  
**TeamLab**  
Japan



**Brad Koerner**  
Principal & Creative Director  
**Koerner Design**  
Netherlands



**Dr. Joe Way**  
Director of Learning Environments  
**University of Southern California**  
USA



**Manish Bakshi**  
Managing Director  
**BenQ**  
UAE



**Jason McMillan**  
Sales Director  
**Epson**  
UAE



**Debojit Das**  
Member  
**Global Signage Alliance**  
UAE



**Samit Sheth**  
Digital Transformation Lead  
**JLL**  
UAE



**Michail Panagiotakis**  
Events Director  
**Viola Communications**  
UAE



**Richard Jonker**  
VP, Business Development,  
AV Over IP  
**Netgear**  
Netherlands



**Ahmed ElRidi**  
CEO  
**Advanced Interactive  
Media Solutions**  
UAE

# TOP SPEAKERS



**Jerome Grimminck**  
Technical Sales Manager  
**Christie**  
Germany



**Elie Honain**  
CEO  
**Quest**  
Qatar



**Bartosz Jankowski**  
CEO  
**Behind the Stage**  
UAE



**Miles Lewis Donovan**  
Senior Sales Manager, EMEA  
**Christie**  
UK



**Miguel Coutinho**  
Head of Strategy  
**NDI**  
Portugal



**Mike Gopal**  
Director  
**HL Group**  
UAE



**Lee Harrison**  
Head of Sales, Video  
Projectors  
**Epson**  
UK



**Tim Jacobs**  
COO  
**HQWS**  
UAE



**Antony Lovell**  
Senior Global Market  
Development Manager  
**Shure**  
UAE



**Ralph Bejjani**  
Head of Production  
**Calyx**  
UAE



**Zoltan Matula**  
Senior Live Production  
Engineer – Cloud and Live, CoE  
**Newtek**  
Hungary



**Paul Hadfield**  
Sales Manager  
**Area Four Industries**  
UAE

## PUT ON YOUR RADAR

### SOME MUST-SEE PRODUCTS & INNOVATIONS



The all-in-one design is the perfect solution for any installation requiring ultra-high resolution. With an aspect ratio of 16:9 and pixel pitch ranging from 0.9 mm to 3.1 mm, configurations of 2K, 4k, and 8K resolution displays can be easily achieved. With an ultra-thin edge thickness of just 29.5 mm, lightweight modules, and an intuitive slim-line mounting system, the WP series saves space for demanding environments. The WP series features front service modules for efficient hassle-free maintenance, resulting in minimal screen downtime.

With RGB pure laser technology, and 98% of the Rec.2020 color space – the color space closest to what our eyes can see – the Christie® Griffyn® 4K50-RGB pure laser projector is designed for exceptional experiences and delivers the rich, bright color that applications including projection mapping, themed entertainment, and live events require. Coupled with reliable illumination of 25,000 hours to 50% brightness, and a compact form factor weighing 89.4 kg (197 lbs.), the Griffyn 4K50-RGB sets a new standard for 3DLP® projection.



Muxwave's indoor and outdoor high-end transparent LED screen, which is widely used in shopping malls, stage and events, commercial curtain walls, automobile stores, exhibition centers, luxurious store and branding shops, airports, Muxwave redefines transparent LED with game-changing LED chip & IC integration technology, vertically and horizontally symmetrical pixel pitch, static scan, and keel-less module design for sharper visual treatment at true 16 bit grey scale performance.





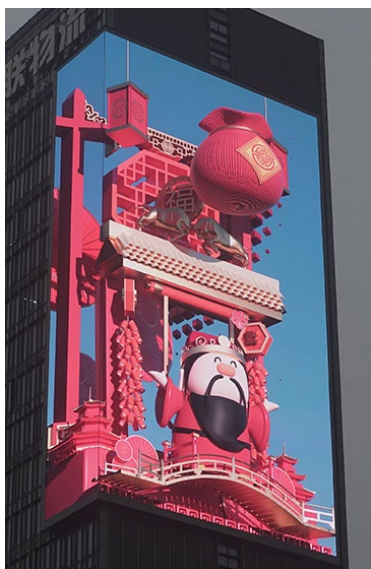
## PUT ON YOUR RADAR

### SOME MUST-SEE PRODUCTS & INNOVATIONS



The design of the VHA118SND has produced a unique low-end module that is capable of generating extremely high levels of SPL for prolonged periods. Using BEM finite element simulations, FBT has optimized the woofer's load volume, while careful study of the grille and the assembly's protective fabric have minimized acoustic impedance for a net improvement in performance, compared to previous models. The VHA118SND extends the overall system frequency response to 30Hz, while supporting fully ground-stacked configurations, courtesy of a special integrated mounting hardware.

The award-winning Black Box Emerald KVM-over-IP platform serves as an infinitely scalable universal access system, giving users the flexibility to connect to both physical and virtual machines, along with anywhere, anytime IP access over an existing IP-network, WAN, or even the Internet. Advanced security and a market-leading tiny bandwidth consumption allow new ways to configure user access to local and distributed remote systems.



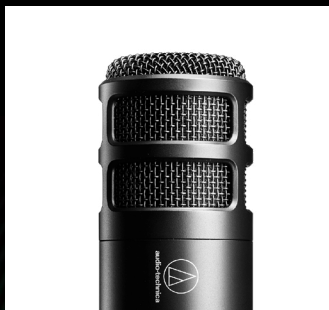
LianTronics provides a one-stop professional glasses-free 3D display solution including LED walls and 3D broadcasting content customization. With years of LED display experience, LianTronics has patented seamless curved surface display technology, which contributes to perfect carriers for 3D delivery without glasses, and meanwhile built up a professional team for 3D video customization. So far LianTronics has conducted 30+ glasses-free 3D projects in 20+ cities with a total area of 20000+sqm.

# MUST-SEE PRODUCTS AND INNOVATIONS



Brio is a plug-and-play fully-featured broadcast console with no DSP sharing so everything is available all the time, making it very flexible. It slots into any broadcast workflow and is easy to drive and learn. In fact, with comprehensive free training, market-leading technical customer support and Calrec's renowned reliability, Brio meets your needs for years to come.

Calrec's reputation for build quality, reliability, and audio performance has made it an industry benchmark worldwide. Calrec works along with the broadcasting industry to keep ahead of the changing needs of the broadcast trends by understanding the modern broadcast facilities. Over the past two decades, we have provided audio solutions for a vast amount of broadcasting studios, music production, theaters, live events, stage events, nightclubs, hotels, bars, restaurants, arenas, house of worship, schools & universities, government sector, stadiums, etc.

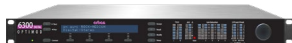


The AT2040 dynamic XLR microphone brings broadcast-quality, professional and crystal clear recording to podcasters, streamers, YouTubers and content creators alike. Based on the bestselling BP40 broadcast microphone, the AT2040 features a multistage windscreens with nonwoven filter and high-quality foam mesh that provides excellent pop and hiss filtration. The integrated shock mount prevents unwanted noise and vibration that can be passed through even the best tripods and boom arms.



# MUST-SEE PRODUCTS AND INNOVATIONS

The OPTIMOD 6300 is a high-quality, multipurpose stereo audio processor for digital radio (DAB+, HD Radio), digital television, netcasts, STL protection, satellite uplink protection, and digital mastering. Thanks to versatile signal routing, the 6300 can also serve as a studio AGC with an all-digital signal path, and simultaneously as a talent headphone processor. Because all processing is performed by high-speed mathematical calculations within digital signal processing (DSP) chips, the processing has cleanliness, quality, and stability over time and temperature that is unmatched by analog processors.



Keeping the customer happy, comfortable and relaxed requires careful consideration. Our speakers combine premium audio with beautiful aesthetics, raising the quality of the whole experience. Need custom colours to match the decor? You'll find our 4000 Series offers 120 custom colours, adding the perfect finishing touch to the ambience of any venue.

The VS-R265 is a 4K/UHD AV over IP streaming encoder and decoder that simultaneously records, encodes, streams, and decodes 4K video streams (3840x2160) using High Efficiency Video Coding (HEVC), a high efficiency coding scheme that delivers H. 264 video quality at half the bit rate.



The Obey 40 is the next step up from the Obey 10, allowing for control of up to 12 fixtures at 16 channels each. With a slightly larger size comes a larger capacity: the Obey 40 has 30 banks on 8 scenes, or up to 240 scenes.





# AGENDA

## DAY 1 16-MAY-23

TIME	SESSION	SPEAKER
11:30 - 11:35	<b>Welcome remarks</b>	<b>Bob Snyder, Editor-in-Chief, Channel Media, Belgium</b>
11:35 - 12:00	Keynote <b>Future of Pro AV: The Impact of New Trends &amp; Technologies</b> <ul style="list-style-type: none"> <li>What the Next 5 Years in Technology Could Bring for the Pro AV industry</li> <li>The Rise of AI &amp; Machine Learning Will Certainly Transform Pro AV</li> <li>The Pros and Cons of Virtual Production</li> <li>How Virtual (AR/XR/MR and Metaverse) Changes Our Pro AV Reality</li> </ul>	<b>Amelia Kallman, Futurist, Author, The Big Reveal, USA</b> Named one of the "Top 25 Women in the Metaverse," Amelia forecasts global trends and behaviours helping clients navigate innovation, build strategies, and deliver industry-leading initiatives
12:00 - 12:25	Presentation <b>Immersive Digital Experiences for the Hospitality and Healthcare Sector</b> <ul style="list-style-type: none"> <li>Benefits of immersive digital experiences in the hospitality and healthcare industry</li> <li>Technical and operational challenges in delivering immersive digital experiences in the hospitality and healthcare sector</li> <li>Staying up to date with emerging AR/VR technologies and proactively preparing the integration into immersive experiences</li> <li>Guest and patient experience enhancement through immersive technologies</li> </ul>	<b>Brad Koerner, Principal and Creative Director, Koerner Design, Netherlands</b> Developing interactive experiential environments for retail and hospitality brands globally
12:30 - 12:55	Fireside Chat <b>Workplace Vision 2025</b> <ul style="list-style-type: none"> <li>The future of workplace collaboration</li> <li>Audiovisual innovation and corporate sustainability</li> <li>Intelligent workspaces: Harnessing AI and IoT</li> </ul>	<b>Samit Sheth, Digital Transformation Leader, JLL, UAE</b> Responsible for designing and implementing real estate technology solutions across JLL's Middle East and Africa portfolio  <b>Bob Snyder, Editor-in-Chief, Channel Media, Belgium (Moderator)</b>
13:00 - 13:25	Presentation <b>Exploring Immersive and Simulation Technology within the PRO-AV Industry</b>	<b>Manish Bakshi, Managing Director, Middle East and Turkey, BenQ, UAE</b>
13:30 - 13:55	Presentation <b>AI and the Digital Signage Industry</b> <ul style="list-style-type: none"> <li>Emerging trends and innovations in AI for the digital signage industry</li> <li>Dynamic content and external data usage for next-generation DOOH</li> <li>Personalised marketing and advertising: How can AI help?</li> </ul>	<b>Debojit Das, Member, The Global Signage Alliance, UAE</b>
14:00 - 14:25	Presentation <b>New Ways to Engage the Retail Customer</b> <ul style="list-style-type: none"> <li>Using in-store screens to create new revenue streams</li> <li>The importance of wayfinding solutions for customer journeys</li> <li>How to make your marketing campaigns interactive</li> </ul>	<b>Ahmed ElRidi, CEO, AIMS, UAE</b> Delivered The Dubai Mall complete wayfinding system

# AGENDA

## DAY 1 16-MAY-23

TIME	SESSION	SPEAKER
14:30 - 14:55	<p>Fireside Chat</p> <p><b>Redefining visual experiences and the evolution of display technologies</b></p> <p>Insights on the evolution and trends in display technologies, including RGB pure laser, pixel fidelity, and the content management and processing that drive them</p>	<p>Jerome Grimminck, Technical Sales Manager, Content Management and Processing, Christie, Germany</p> <p>Miles Lewis Donovan, Senior Sales Manager, EMEA, Christie, UK</p> <p>Bob Snyder, Editor-in-Chief, Channel Media, Belgium (Moderator)</p>
15:00 - 15:25	<p>Presentation</p> <p><b>Virtual and Innovative Technology Integration for Live Events</b></p> <ul style="list-style-type: none"><li>• Holograms in Live Events: Reality Check</li><li>• 3D Projection mapping for immersive experiences</li><li>• Binaural sound and ambisonics for an immersive audio experience</li></ul>	<p>Michail Panagiotakis, Events Director, Viola Communications, UAE</p> <p>Organized a series of major shows from the Greece 2004 Olympics to the Sheikh Zayed Heritage Festival</p>
15:30 - 15:55	<p>Fireside Chat</p> <p><b>Digital Skills for the 2030 Workforce</b></p>	<p>Mike Gopal, Director, HL Group, UAE</p> <p>Bob Snyder, Editor-in-Chief, Channel Media, Belgium (Moderator)</p>



# AGENDA

## DAY 2 17-MAY-23

TIME	SESSION	SPEAKER
11:30 – 11:55	<p>Presentation</p> <p><b>Art by TeamLab - Relationships Amongst People</b></p> <ul style="list-style-type: none"> <li>How has digital technology transformed artistic expression and freed it from physical constraints?</li> <li>In what ways does digital technology make interactive art possible?</li> <li>What are the benefits of creating space-adaptive art through next-gen visual technologies that are no longer limited to physical objects?</li> </ul>	<p><b>Takashi Kudo, Communications Director, TeamLab, Japan</b></p> <p>Exploring the relationship between the self and the world, and new perceptions through art</p>
12:00 - 12:25	<p>Presentation</p> <p><b>Delivering Emblematic Events – From the Olympics to Mohamed Ali and the Pope</b></p> <ul style="list-style-type: none"> <li>Leveraging AV technologies to deliver the vision of large-scale events</li> <li>The role of AV professionals in managing the Complexities of large-scale events</li> <li>Creating a lasting impression on the audience: How can technology help?</li> </ul>	<p><b>Tim Jacobs, COO, HQWS, UAE</b></p> <p>Overlooked the delivery of several high-profile events and projects for a wide variety of clients, including Pope Francis' Holy Mass in Abu Dhabi</p>
12:30 - 13:10	<p>Fireside chat</p> <p><b>More Than Just Play– eSports Is Serious Business for AV</b></p> <ul style="list-style-type: none"> <li>Potential market opportunities for AV tech in the eSports industry</li> <li>Designing and installing customised eSports arena: The evolving role of AV technicians</li> <li>Delivering Mixed reality AV solutions for eSports</li> </ul>	<p><b>Elie Honain, CEO, Qwest, Qatar</b></p> <p>Building a sustainable eSports ecosystem in the MENA region through technology, media production and events</p> <p><b>Ralph Bejjani, Head of Production, Calyx, UAE</b></p> <p>Leads the production and broadcast of esports tournaments across all game genres in the MENA region</p> <p><b>Bob Snyder, Editor-in-Chief, Channel Media, Belgium (Moderator)</b></p>
13:15 - 13:55	<p>Fireside chat</p> <p><b>The Future of Virtual AV Projects</b></p> <ul style="list-style-type: none"> <li>Leveraging XR technology for better control over production flexibility and control</li> <li>Overcoming technical complexity and costs in implementing virtual AV projects</li> <li>Integration with traditional AV production workflows</li> </ul>	<p><b>Amelia Kallman, Futurist, Author, The Big Reveal, USA (Moderator)</b></p> <p>Named one of the "Top 25 Women in the Metaverse," Amelia forecasts global trends and behaviours helping clients navigate innovation, build strategies, and deliver industry-leading initiatives</p> <p><b>Bartosz Jankowski, Executive Director, Behind the Stage (BTS), UAE</b></p> <p>Responsible for the construction of the first xR studio in Dubai</p>





# AGENDA

## DAY 2 17-MAY-23

TIME	SESSION	SPEAKER
14:00 – 14:25	<p>Presentation</p> <p><b>Hybrid Learning – Lessons from Building an Award-Winning Digital Campus</b></p> <ul style="list-style-type: none"><li>• The role of audio-visual technologies in facilitating a more interactive and immersive educational experience</li><li>• Integrating augmented reality, blockchain, and the metaverse into learning space design</li><li>• Flipped classrooms: Transforming educational systems through technology</li></ul>	<p><b>Joe Way, Director of Learning Environments, University of Southern California, USA</b></p> <p>Championed the implementation of the revolutionary hybrid learning space installation at USC, that was awarded 2021 AV Project of the Year</p>
14:30 – 14:55	<p>Fireside chat</p> <p><b>The Second Life of AV Projectors</b></p> <ul style="list-style-type: none"><li>• Next-gen display solutions in events, concerts, shopping malls, education facilities, healthcare and at corporate offices supporting remote or hybrid work models</li><li>• Display technologies with ease of installation, minimal maintenance, and compelling visuals</li><li>• Innovative technology solutions for immersive experiences</li></ul>	<p><b>Jason McMillan, Sales Director, Epson Europe B.V., UAE</b></p> <p><b>Lee Harrison, Head of Technical Sales, Epson Europe B.V., UK</b></p> <p><b>Bob Snyder, Editor-in-Chief, Channel Media, Belgium (Moderator)</b></p>
15:00 – 15:25	<p>Presentation</p> <p><b>Top Five Trends in ProAV and What They Have in Common</b></p> <ul style="list-style-type: none"><li>• Traditional complexities of distributing video and audio to any end point</li><li>• Next-gen solutions in ProAV</li><li>• Lowering frame latency whilst maintaining AV quality</li></ul>	<p><b>Richard Jonker, VP, Business Development, AV Over IP, Netgear</b></p> <p>Leading NETGEAR's AV over IP business development efforts in EMEA and APAC</p>
15:30 – 16:00	<p>Presentation</p> <p><b>The Critical Role of Audio in the Workplace</b></p> <ul style="list-style-type: none"><li>• Developing and sustaining positive work culture through audio solutions</li><li>• Providing Meeting Equity for all participants</li><li>• Assessing the acoustic conditions in work environments to deliver a futuristic audio experience</li></ul>	<p><b>Antony Lovell, Senior Global Market Development Manager, Shure, UAE</b></p>



# AGENDA

## DAY 3 18-MAY-23

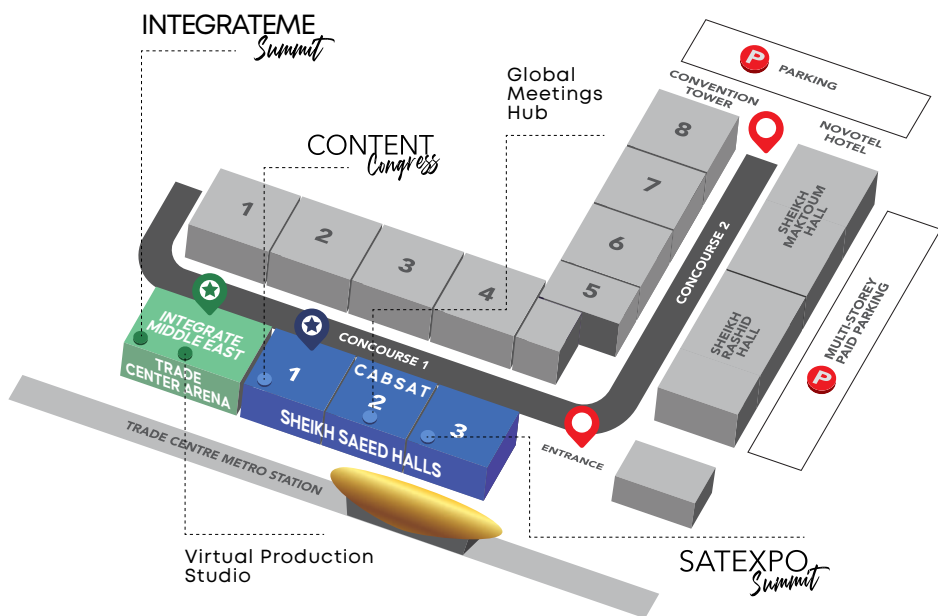
TIME	SESSION	SPEAKER
11:30 - 11:55	<p>Presentation</p> <p><b>Aluminium Trusses – Essential guidelines for safe use</b></p> <ul style="list-style-type: none"><li>• The most common safety risks in the AV industry and how to prevent them</li><li>• Significance of training and safety protocols</li><li>• The role of regular inspection, maintenance, and storage to reduce potential electrical malfunctions</li></ul>	<p><b>Paul Hadfield, Sales Manager, Area Four Industries Middle East, UAE</b></p>
12:00 - 12:25	<p>Presentation</p> <p><b>Connecting people, places, and businesses around the world</b></p> <p>From corporate and entertainment live event streaming to engaging students in hybrid education, or remote workforces, to government and house of worship production, NewTek offers simple and scalable solutions that can adapt to the ever-changing needs of today's growing and complex AV environment. Gain insights on the recent case studies and examples of successful AV-over-IP setups from around the globe and how anyone can create engaging content with ease, with the right technology.</p>	<p><b>Zoltan Matula, Senior Live Production Engineer – Cloud and Live, CoE, Newtek, Hungary</b></p>
12:30 - 12:55	<p><b><i>Reserved for NDI</i></b></p>	<p><b>Miguel Coutinho, Head of Strategy, NDI, Portugal</b></p> <p>Leads transformation and growth projects, ensuring the expansion of NDI across the video ecosystem</p>
13:00 - 13:25	<p>Presentation</p> <p><b>IoT at Network's Edge in Pro AV &amp; the Built Environment</b></p> <ul style="list-style-type: none"><li>• Networked AV systems</li><li>• Security in IoT-based AV systems</li><li>• Sensors, automation and machine-to-machine AV communication for the built environment</li></ul>	<p><b>Bob Snyder, Editor-in-Chief, Channel Media, Belgium</b></p>
13:30	<p><b>Closing Remarks</b></p>	



# INTEGRATE

MIDDLE EAST

16-18 MAY 2023  
DUBAI WORLD TRADE CENTRE



CABSAT  
MAIN ENTRANCE



INTEGRATE MIDDLE EAST  
MAIN ENTRANCE



## BY METRO

The Dubai Metro's red line 'World Trade Centre Station' serves the exhibition centre. You can buy your metro ticket at the station. For more information, visit [www.nol.ae](http://www.nol.ae) or call 800 90 90.



## BY BUS

The closest stop is the Novotel Hotel stop outside the Convention Gate entrance at Dubai World Trade Centre.



## BY TAXI / CAREEM

To book a taxi from any pick-up point of your choice call 800 88088 (24hrs, operated in Arabic and English).

## FREE, PAID AND VALET PARKING

[Click here to view onsite parking map and access](#)



# TOP FEATURED BRANDS

 Brighten the experience				
				
				
				
				
				
				
				
				
				
				
				



16-18 MAY 2023  
DUBAI WORLD TRADE CENTRE

## SEE YOU AT MENA'S PREMIER PRO AV & SYSTEM INTEGRATION BUSINESS EVENT

### ASSOCIATION PARTNERS



### MEDIA PARTNERS

