



New Audio Demo Rooms set to deliver immersive experiences at ISE 2023

A new feature for ISE, the Audio Demo Rooms in Hall 8 will showcase the latest and greatest innovations from leading audio brands, with host of unmissable experiences.

The Audio Demo Rooms are a free-to-attend feature located in Hall 8. Across the four days of ISE, 31 January - 3 February 2023, visitors can fully immerse themselves in the latest audio innovations in a controlled, specialist environment. Exhibiting brands including AED Group, Coda Audio, d&b audiotechnik, Holoplot, Martin Audio, Pioneer PRO AUDIO and Void Acoustics will provide rotational live demos throughout each day, including an exclusive guest appearance with CODA Audio from iconic French electro musician and composer, Jean-Michel Jarre.

The launch of the Audio Demo Rooms follows a period when ISE worked closely with a group of leading audio companies to conceptualise and produce this exciting new show floor feature. Each demo room has been specifically tailored to the requirements of each manufacturer, ensuring optimal listening conditions for visitors.

Mike Blackman, ISE Managing Director, comments, "We are delighted that we can offer audio companies what they desire at the Fira Gran Via, the opportunity to demonstrate 360° immersive audio solutions to full effect. Audio plays such an important role in the creation of unique AV experiences, so it's only right that we can feature it fully at ISE."

Demo Room preview:

AED Group – Hall 8 / B10

AED Audio develop premium audio products that create the highest quality, flexibility, versatility, efficiency, and user experience for the professional user community. In its demo room, AED will be showcasing the new FLEX6 audio system, demonstrating how this versatile speaker solution is among the most flexible in the world, allowing integrators to create up to 23 setups from just five accessories.

The FLEX6 multipurpose powered line source speaker is suitable for a variety of applications. Due to its rotatable waveguide, you can put the FLEX6 on a pole, stack it and create a column array, fly it as a line array up to sixteen cabinets, put two horizontally on a

pole in a sub-top combination, and so on. Come along to the AED Demo Room in B10 and experience it for yourself!

CODA Audio – Hall 8 / E4

Designer and manufacturer of high-quality pro-audio loudspeaker systems, Coda Audio presents a Demo Room experience where art & music meets technology. Join Coda in its ‘art gallery’ for an exclusive event in partnership with electronic music legend Jean-Michel Jarre.

Coda will be revealing brand new technology designed to change the way you perceive and experience audio. Performing tracks from his new album, Jean-Michel Jarre will perfectly showcase the latest audio concept from Coda. Don’t miss it - Tuesday 31 January at 13:30.

Martin Audio - ISE Audio Demo Room – Hall 8 / F1

James King, Director of Marketing, Martin Audio: “The Audio Demo Rooms are a vital resource for manufacturers like us to have our products heard by a large audience, who may not have normally had the chance. They also provide an opportunity for our distributors to bring their clients along to hear the systems in action and get product insights and advice directly from us as the manufacturer. We know that this kind of support will often help our partners to close a deal, so it is a service that we really value.

Our demonstration will showcase core product lines largely divided up by throw distance. So for up to 15m type applications we will showcase our ADORN commercial series and our install staple CDD series. This will be followed by TORUS, our constant curvature, designed for 15-30 meter throws and concluded with our Wavefront Precision optimised line arrays, WPM and WPS for throws of over 30 metres. The Martin Audio press event will take place in the demo room at 2.30pm on January 31st.”

Pioneer PRO AUDIO – Hall 8 / F3

Hot off the press - experience the brand-new XPRS2 Speaker Series from the Pioneer DJ brand. The XPRS2 Series couples the versatility and mobility of the original XPRS Series with elevated sound-performance and audio intelligibility to deliver a high-calibre speaker system for mobile DJs, live sound, houses of worship, and rental and fixed installations.

Kristian Van Haute, Sales Manager, Pioneer PRO AUDIO, AlphaTheta EMEA: “The XPRS2 Series draws on the trusted knowledge and technology that Pioneer DJ has developed over decades and introduces exciting innovations to help artists and venues produce their best-ever shows. As well as delivering high-quality audio in a full dynamic range, XPRS2 speakers offer durability and complete versatility. This makes them perfect for temporary and fixed installations for all kinds of customers, including DJs, live musicians, touring bands, and public speakers.”

HOLOPLOT - ISE Audio Demo Room – Hall 8 / B2

Ryan Penny, Head of Sales, HOLOPLOT: “HOLOPLOT is showcasing the X1 Matrix Array at ISE, now more flexible than ever before thanks to brand new accessories. We invite

visitors to attend our on-site demo room to hear the system in action and see our new rigging solution for the first time. In addition to our listening demos we're also offering a seminar program. Different sessions will offer visitors a deeper dive into the unique capabilities of our technology, introduce our new sound system design software HOLOPLOT Plan and present examples of how our products can be, and are, currently used in the real world."

HOLOPLOT sessions include:

- HOLOPLOT X1 Listening session
- Designing sound systems with X1 and HOLOPLOT Plan
- Manoeuvring tricky acoustic terrain with X1

d&b ISE Demo Room - Hall 8/ E1

Ralf Zuleeg, Director Soundscape Enablement at d&b: "Visitors will experience the d&b Soundscape first hand and learn what object-based audio reproduction is and how it benefits a wide range of applications. Nothing can compare to experiencing Soundscape in person. I invite everyone at ISE to visit the d&b demo room and experience the possibilities themselves. I guarantee attendees will leave with a sense that they can push the boundaries of what is possible."

Void Acoustics ISE Audio Demo Room Hall 8 / B5

Discover stylish and powerful sound systems and be the first to preview brand new Void Acoustics products whilst taking part in exclusive listening sessions. During each demonstration attendees will experience Void's signature sound first-hand and receive in-depth information about their products.

Void Acoustics' Founder and Creative Director, Rog Mogale will host the final session of each show day with a featured presentation. Rog will discuss several existing products with listeners, as well as exploring the concept behind Void Acoustics' new products for 2023. Pre-book a product demonstration with Void [here](#).

For the full Audio Demo Rooms schedule click [here](#)

To register for ISE 2023 visit iseurope.org. Integrated Systems Europe, ISE 2023, will take place at Fira Barcelona Gran Via, 31 January - 3 February 2023.

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EDITORS' NOTES:

About Integrated Systems Europe:

Integrated Systems Europe (ISE) is the world's leading professional AV and systems integration show. The annual event provides a unique showcase of technologies and solutions for commercial and residential applications. The extensive show floor is complemented by a five-day professional development programme curated by the show's co-owners, AVIXA and CEDIA. ISE also showcases a range of conferences, keynotes and events that take place before and during the show. ISE 2023 will take place from 31 January to 3 February 2023 at the Fira de Barcelona, Gran Via complex. The event is a joint venture of AVIXA, the Audiovisual and Integrated Experience Association and CEDIA, the global trade association for companies that design, manufacture, and integrate technology for the home. For further information, please visit: www.iseurope.org.

About AVIXA®:

AVIXA is the Audiovisual and Integrated Experience Association, producer of InfoComm trade shows around the world, co-owner of Integrated Systems Europe, and the international trade association representing the audiovisual industry. Established in 1939, AVIXA has more than 20,000 enterprise and individual members, including manufacturers, systems integrators, dealers and distributors, consultants, programmers, live events companies, technology managers, content producers, and multimedia professionals from more than 80 countries. AVIXA members create integrated AV experiences that deliver outcomes for end users. AVIXA is a hub for professional collaboration, information, and community, and is the leading resource for AV standards, certification, training, market intelligence, and thought leadership. Visit avixa.org.

About CEDIA®:

CEDIA® is the global membership association that serves the home technology industry through advocacy, connection, and education. Founded in 1989, CEDIA fights for the rights and interests of its members in governmental bodies around the world, gathers industry professionals worldwide, and creates the trainings, standards, and certifications that ensure the industry excels and attracts new workers. CEDIA co-owns Integrated Systems Europe, the world's largest AV and systems integration exhibition, and founded CEDIA Expo, the world's largest annual residential technology show. Today, over 30,000 CEDIA members deliver home technology solutions that enrich our lives. Learn more about CEDIA at www.cedia.net