



Press Release – for immediate release

Fran Chuan, CEO & co-creator of InnoQuotient, announced as ISE 2023 Keynote

Measuring the innovative culture of AV organisations

BARCELONA, 21 December 2022: Fran Chuan, CEO and co-creator of Culture Innovation Assessment Platform, InnoQuotient is confirmed as the second keynote speaker at Integrated Systems Europe (ISE) - the world-leading AV and systems integration show, Fira Barcelona Gran Via, 31 Jan - 3 Feb 2023.

Taking place at 17.15pm on Thursday 2 February, in Conference Suite CC4.1, Fran's keynote, entitled 'How innovative is the AV industry?' will present InnoQuotient survey results collated from registered visitors and exhibitors in the lead up to ISE 2023. The survey endeavours to find out more about the innovative culture of organisations by measuring the maturity of development of its innovation journey. The assessment pinpoints strengths, as well as identifying the gaps to then provide guidance in building and improving an organisation's culture of innovation.

Mike Blackman, Managing Director of Integrated Systems Events, commented: "With innovation playing a fundamental part of business growth and success, we're delighted to welcome Fran's expertise, offering invaluable advice and guidance to companies joining us at ISE. This one-of-a-kind online questionnaire tool will provide the opportunity to diagnose the climate of 'Culture of Innovation', focusing on key areas within AV, in a simple and efficient manner. This is another keynote session you won't want to miss."

Developed in 2015, InnoQuotient is based upon on the six fundamental building blocks that make up innovative cultures, underpinning the strategy of organisations: resources, processes, results, values, behaviours and climate. The InnoQuotient survey addresses the most important needs of the relevant market: not only pinpointing at which point the organisation is innovative, but also the company's internal makeup in comparison to its sector.

“We are very excited about this initiative, both capturing data from attendees and sharing the conclusions with participants. For me, to participate as keynote speaker at ISE 2023 is a great honour. I’m looking forward to sharing the findings on the differences between innovation and Innovation Culture, as well as presenting the data InnoQuotient has collated from the AV sector. I’ll be sharing my insights, along with some tips and tricks to help accelerate the sector, towards a Culture of Innovation,” commented Fran Chuan.

For more information or 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 www.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