



Press Release – for immediate release

## Content Production and Distribution comes to the fore

*A Technology Zone, conference and keynote highlights the increased relevance of content production at ISE 2023*

**BARCELONA, 17 November 2022:** In response to the growing relevance of content production and distribution technologies across the pro-AV and systems integration market, ISE 2023 will see a host of new features focused on this exciting area, including a new dedicated area in Hall 6.

The start of a long-term initiative, this new focus for ISE also highlights the more than 70 exhibitors at ISE 2023 with offerings in content production and distribution that are located all around the Fira. Show Floor Tours around some of the leading brands will be on offer. For 2023, more space has been added to Hall 6 and exhibitors now and in the future will include suppliers of solutions including cameras, camera tracking equipment, switchers, monitors, virtual sets, video networking solutions, intercoms and audio consoles.

In addition, ISE's comprehensive conference programme for 2023 will be enhanced with the addition of a new Content Production and Distribution Summit. Details of the programme will be revealed over the coming weeks. The Summit's focus will be around how corporates and institutions - all budding film and content makers - can make the best of this new skill to attract new customers and engage better with their existing customer base.

Content creation is also the focus of the ISE 2023 Keynote. At 17:15 on Tuesday 31 January, BK Johannessen, Unreal Engine Business Director for Broadcast and Live Events at Epic Games, will give an address entitled 'All Paths Lead to Real-Time'. Here, he will discuss how content creators are taking innovations from the games industry and applying them to their projects, from cutting-edge virtual production studios to real-time graphics for media & entertainment, live events, architecture and more.

Mike Blackman, Managing Director at Integrated Systems Events, said: "Numerous vertical sectors, from corporate and education to retail and hospitality, have begun to create, store and distribute their own video content, and consumer demand for this shows no signs of slowing.

ISE's Content Production and Distribution offering will show what's possible, allow visitors to explore the technology available to create something unique and eye-catching and provide a forum to discuss what's next for the sector."

The Content Production and Distribution Zone joins ISE's other Technology Zones on the show floor, designed to make it quicker and easier for visitors to navigate the Fira and find the solutions they're looking for. These are Audio (Hall 7); Content Production & Distribution (Hall 6); Digital Signage & DOOH (Hall 6); Lighting & Staging (Hall 7); Multi-Technology (Halls 3 and 5); Residential & Smart Building (Hall 2); and Unified Communication and Education Technology (Hall 2).

For more information or to register for ISE 2023 visit [iseurope.org](http://iseurope.org). Integrated Systems Europe, ISE 2023, will take place at Fira Barcelona Gran Via, 31 January - 3 February 2023.

Click here to download the ISE logo and pictures:  
<https://ise.box.com/s/18lgtetzd9x97sfx1yozp7oizjiqps9j2>

## **Ends**

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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](http://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](http://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](http://www.cedia.net)