



Press Release

# **BK Johannessen, Unreal Engine Business Director at Epic Games, to give ISE 2023 Keynote**

*How the games industry is driving content creation in the systems integration ecosystem*

**BARCELONA, 2 November 2022:** BK Johannessen, Unreal Engine Business Director for Broadcast and Live Events at Epic Games, has been confirmed as the keynote speaker at Integrated Systems Europe (ISE), the world-leading AV and systems integration show taking place at Fira Barcelona Gran Via, 31 Jan - 3 Feb 2023.

BK's keynote, entitled "All Paths Lead to Real-Time", takes place at 17:15 on Tuesday 31 January in the Conference Suite CC4.1. As industry after industry adopts real-time visualisation technology, Johannessen will discuss how content creators are taking innovations from the games industry and applying them to their projects, from cutting-edge, broadcast virtual production studios to real-time graphics for media & entertainment, live events, architecture, and more.

Mike Blackman, Managing Director of Integrated Systems Events, commented: "We are delighted to have secured BK Johannessen as our headline speaker. As audiences, customers and consumers return to something like a normal life, there is an insatiable demand for content on digital signage, live stages, videowalls, experiential art and advertising, and virtual and VR experiences. The work that can be seen all over the world from creators using Unreal Engine is truly extraordinary and we cannot wait to hear more about it. It is a keynote session you do not want to miss – see you there in Barcelona."

BK Johannessen brings a deep understanding of the needs of professional live media content creators to every project. An experienced leader with extensive international experience in the computer software and media industries, he has supported top-tier broadcasters on all

continents, helping them to achieve their creative visions and create engaging content. At ISE, BK will outline the importance of content creation in the systems integration ecosystem.

Developed by Epic Games, Unreal Engine is the world's most open and advanced real-time 3D creation tool, used for game development, linear film and television content creation, broadcast and live event production, architectural and automotive visualisation, training and simulation, and other real-time applications. Unreal Engine is used in industries beyond games and ProAV to create immersive experiences that awe and inspire. Register now for ISE 2023 to find out more.

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.

## **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)