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The Daily.

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FOR ISE 2024: 30 JANUARY - 02 FEBRUARY 2024

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The Official Show Daily for ISE 2024

The *ISE Daily* is the *only* official show newspaper. It is produced on-site by *Installation's* specialist AV editorial team, printed overnight, and distributed the following morning to attendees as they arrive at Fira de Barcelona each day. The show dailies uniquely capture the all important product news and announcements from the show floor, the expert thought leadership from the conference seminars and theatre sessions, as well as being a companion guide for every delegate in previewing the must-attend show features for the day ahead.

With a digital preview edition, official pre-show and at-show newsletters sent to registered attendees, the *ISE Daily* provides an unrivalled wealth of opportunities for ISE exhibitors to communicate their messages to the ever-growing ISE attendee base.

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The Official Newspaper of ISE 2023 | Day 2

Innovation is all in the game

By Adrian Pennington

Most people know Epic's name because of games like *Fortnite* or the Unreal games engine that drives it and virtual production in blockbusters such as *Dune*, but its innovation and influence spans far and wide.

"We're more than just a games company," declared BK Johannessen, business director for broadcast and live events, Epic Games. "Unreal Engine has broad adoption across industries from architecture to live events, training and simulation, manufacturing to advertising and beyond."

Giving the ISE 2023 opening keynote, Johannessen explained how Unreal Engine was pushing the boundaries of content and experiences. More than half of new video games use Unreal Engine, and *Fortnite* alone supports 350 million players worldwide. Because of its success on the games side, Johannessen said Epic makes everything it builds available for free.

"We give out the source code of our entire product. Anyone can download it and modify it to their needs. It's also important that people can add things on top of it. There are many vendors who would like to integrate a real-time engine into their product to build industry

Crowds flock to ISE's first day

Visitors flooded into the halls of the Fira Gran Via on the very busy first day of ISE 2023, enthusiastic to discover the latest technology and products, and explore and interact with the many show floor features. At the opening press conference, Integrated Systems Events managing director Mike Blackman stated that ISE 2023 is the largest ISE ever in terms of show floor stand space. The excitement was heightened when His Majesty King Felipe VI of Spain arrived for the official inauguration of this year's show. Pictured above with His Majesty (centre) are (L-R) Ada Colau, mayor of Barcelona; Nuria Marin, mayor of Hospitalet de Llobregat; Raquel Sanchez, Spanish minister of transportation; Mike Blackman; and Eugènia Gay, dean of Barcelona Bar Association.

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OFFICIAL ISE 2024 PUBLICATIONS

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ISE Daily Preview Edition

The ISE Daily Preview is distributed to ISE's **VIP database of registered attendees and Future subscribers ahead of the show.**

The digital preview is a valuable promotional tool to alert registered attendees to your presence at the show, and why they should visit your stand.

The preview contains exclusive interviews and thought leadership features with the key speakers and industry experts taking part at ISE 2024, helping you to align your brand with the show's key themes.



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3LCD

Plus:

- > Executive and speaker interviews
- > Insight from each of the conference chairs
- > Day-by-day guide to what's on at the show

Prepare for an epic adventure

Discover the conferences, events and new tech on show that will make ISE 2023 out of this world

Official ISE Show Daily

Four printed editions produced on every day of the show and distributed to the thousands of attendees at the Fira Barcelona Gran Via, with digital editions sent to all registered attendees via the live Daily newsletter.

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Full Page	£16,709	£14,609	
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Inside Front Cover	£18,063	£15,300	
Inside Back Cover	£16,469	£13,950	
Outside Back Cover	£21,250	£18,000	
Half Page Horizontal	£10,094	£8,550	
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Loose Inserts			£5,000
Product Showcase			POA

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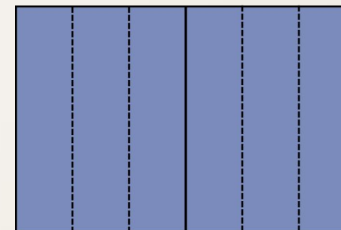
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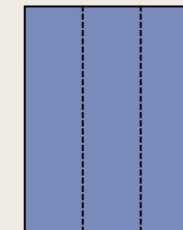
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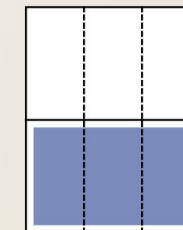
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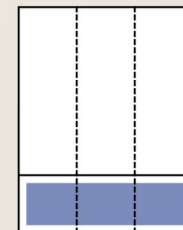
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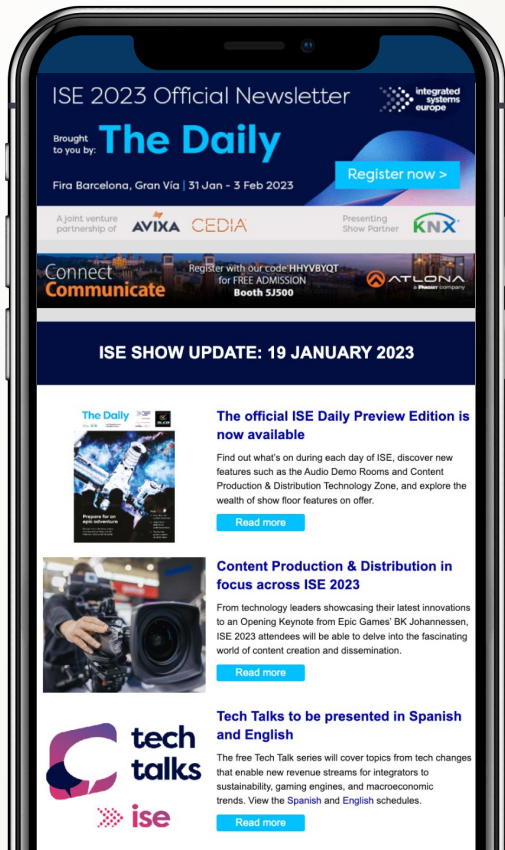


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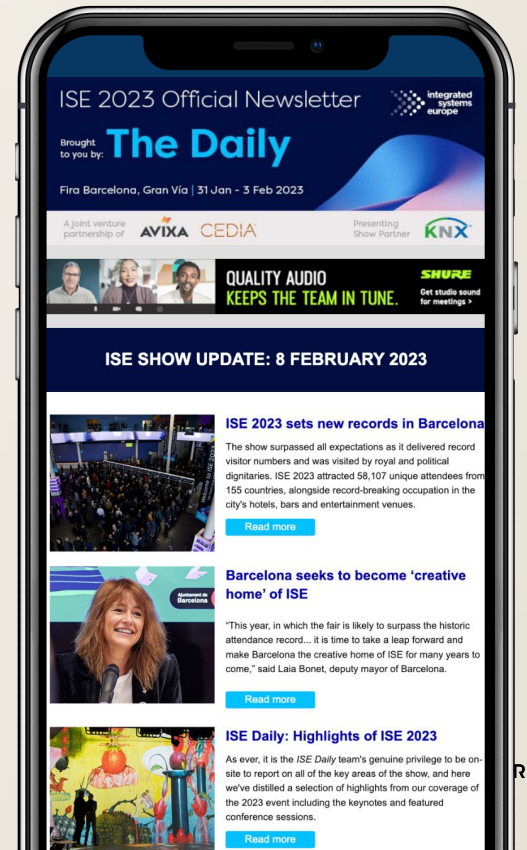
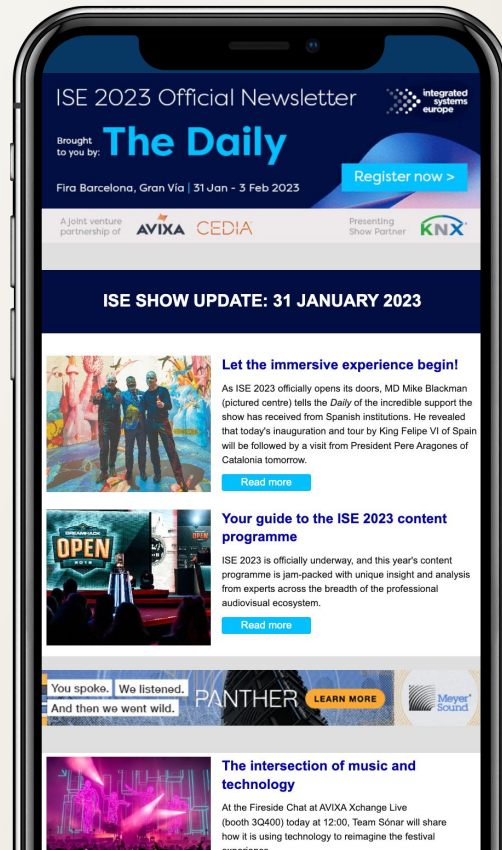
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Pre-Show Editions



At-Show Editions



Contact Us

For advertising inquiries, get in touch with an AV & Pro Audio Group sales representative.

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