

While Amsterdam registered record cold temperature (did it ever go above -5C?), the ISE show burned up the RAI breaking all records: exhibitors (up 15%), exhibition space (up 18%), pre-registration (up 21%), attendance (up 17%), and conference delegates (more than 2000).

The world's largest Pro AV show rocked the RAI convention centre, packing 11 halls with 825 exhibitors who brought about 1000 new products and attracted nearly 41,000 attendees.

And if a full spectrum of solutions and industry education wasn't enough, an expanding pre-show conference programme highlighted digital signage, collaboration, large-scale entertainment & sporting environments, and InfoComm's Future Trends Summit.

"ISE is now clearly established as the best-attended event of its kind anywhere in the world," comments Mike Blackman, Managing Director, Integrated Systems Events. "To be able to post record numbers in every key area against an uncertain economic backdrop is a fantastic achievement, not just for ISE but for the industry it serves.

"Beyond the statistics, the sheer excitement generated by so many professional people converging on a show full of dynamic new technologies created an atmosphere unsurpassed by any previous ISE."

ISE 2012's exhibitor total included almost 200 companies new to the show.

Cold Amsterdam, But Another Hot ISE Show

Written by Bob Snyder 15. 02. 2012

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