



ISE 2014 (the 11th edition of Integrated Systems Europe) will boast **a more comprehensive training and development offering than any previous ISE**

.

The organizers announce focal points for the new Professional Development program will include **two new theater spaces on the show floor** of ISE 2014 — one in Hall 7 aimed at the residential systems and another in Hall 8 with a commercial application slant.

To this end, ISE has identified three main sectors for non-channel attendee growth:

- end-customers of commercial integration products and services
- adjacent channels in the residential field such as architects, interior designers, building services companies and electrical contractors
- the content creation and experiential design community.

The content at ISE's Residential Solutions Theatre will be aimed at broadening the market for whole-house automation and intelligent building design, with non-technical presentations showcasing real-world case studies.

Written by Bob Snyder
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Similarly, the Commercial Solutions Theatre will focus on the end-customer benefits of systems integration in a range of market verticals such as hospitality, healthcare, education, corporate and government facilities.

With the help of a number of technology partners, the design and layout of both Theatres will provide inspiration for content creators and live-events professionals.

ISE's co-owner InfoComm International is also contributing to the drive for increased knowledge among the show's visitors by promoting a special free voucher scheme for its on-site education program. **Anyone who pre-registers for ISE 2014 using an invitation code will receive complimentary access to two InfoComm seminars of their choice on a first come, first served basis.** This has been designed to attract greater numbers of junior engineers and technicians to Amsterdam.

Continuing the theme, ISE co-owner CEDIA will be offering more of its popular technical and business education, with offers in place for early bird discounts.

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