



Press Release – for immediate release

Smart Building Conference 2019 sets the in-building technology agenda

Senior executives from world's highest profile smart building companies share their insights

AMSTERDAM, 18 MARCH 2019: ISE 2019 saw the Smart Building Conference run for the ninth year in a row at what has become one of the show's 'must attend' conferences. Held the day before ISE 2019 opened, the twin-track event (commercial and residential) – *'Making Buildings Smart, Making Smart Buildings'* – enabled delegates to explore the latest technologies, business strategies and market research through presentations from the world's leading smart building experts and thought leaders.

Oliver Iltisberger, Managing Director of ABB Building Products and Gabriel Wetzel, CEO of Bosch Smart Home GmbH, opened SBC 2019 with their vision of a smarter future.

Michael Schneider, Creative Technology Director Hardware at the world's largest global architectural design and planning firm Gensler, set the tone for much of the day's discussion.

"Typical tools for smart buildings are sensors and interfaces, but what I would like to suggest is that, if we are really thinking about the performance of the space, then we need to think about the performance of the people in that space," he argued. "It's not just the lights, sound, temperature, but about people, storytelling, communities and social elements. We need to create immersive touchpoints which are the core endpoint for smart buildings."

Other speakers included senior executives from some of the world's highest profile residential and commercial smart buildings companies; from manufacturers; from integrators operating on the 'front line'; from consultancies; and from real estate companies. Kathy Farrington, Technical Program Manager at Google, presented on interoperability for the next generation of IoT devices, while Sean Wargo, AVIXA's Senior Director for Market Intelligence, chaired a panel of experts to provide a smart building industry overview.

"Once again, the Smart Building Conference was an enormous success," said Bob Snyder, Conference Chairman. "It's a unique event in its ability to draw together stakeholders from across the buildings industry. What's fascinating about it is how it not only reflects the

evolution in the industry, but also sets the agenda for the future, shaping the way that architects, consultants, manufacturers and integrators think about their customers and their business. As ever, it will be interesting to see what emerges from next year's Smart Building Conference when we feature 5G, IoT & the Intelligent Edge."

After the conference, delegates were invited to join an ISE-organised tour of the EDGE Olympic, Amsterdam's latest example of the newest generation of world-leading smart buildings. Additionally, delegates were invited to take part in two free walking tours across the ISE show floor where they got the chance to view the latest developments in smart home, smart office and smart building.

"Over the years, ISE has become much more than a trade show," said Mike Blackman, Managing Director of Integrated Systems Events. "Of course, our exhibitors are still at its heart – we had more than 1,300 of them this year – but each year, we aim to offer an even more complete experience to visitors with many opportunities to learn and to network. The Smart Building Conference is a prime example of that, with delegates able to take home with them knowledge and information that will make a real difference to their businesses. ISE 2020 will see us continuing in that direction, providing even more reasons for the industry to be in Amsterdam next February."

The Smart Building Conference was produced in association with AVIXA and CEDIA. Sponsors of the event were ABB, AVI-SPL, Bluetooth, CompTIA, FaMe, Joan, KNX, Nuuka, STEINEL and UbiqiSense. Technology partners were AV Drop, Hikvision, Listen Technologies and Temas.

For more information please visit: www.smartbuildingconference.com

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About Integrated Systems Europe:

Launched in 2004, ISE is the world's largest tradeshow for the professional AV and systems integration industry. ISE 2019 took place from 5-8 February 2019, and drew over 1,300 exhibitors and more than 80,000 registered attendees to its Amsterdam RAI location. The event is a joint venture of the Audiovisual and Integrated Experience Association (AVIXA) and the Custom Electronic Design and Installation Association (CEDIA). For further information, please visit: www.iseurope.org.

About AVIXA:

AVIXA™ is the Audiovisual and Integrated Experience Association™, producer of InfoComm tradeshows 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 5,400 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 the leading resource for AV standards, certification, training, market intelligence and thought leadership. Additional information is available at avixa.org.

About CEDIA™:

CEDIA is the international trade association and central touch point for 3,700 member companies who design, manufacture, and install technology for the home. CEDIA is committed to helping members at every level set a pathway to prosperity by offering industry-leading education, training, and certification; delivering market intelligence through proprietary research; providing opportunities to foster community within the channel, and cultivating awareness with industry partners and consumers. CEDIA founded the largest annual residential technology show, now in its 30th year, and co-owns Integrated Systems Europe, the world's largest AV and systems integration exhibition. CEDIA members deliver technology solutions that allow people to have their best moments in life from the comfort of their own home. Life Lived Best at Home. To learn more about CEDIA, visit www.cedia.net.