



Press Release – for immediate release

From smart home to smart city

Smart Building Conference defines the technological roadmap

AMSTERDAM, 5 APRIL 2018: The Smart Building Conference 2018 completed its annual one-day event with an impressive line-up of ‘C-Level’ industry speakers, sponsorships by key industry players and the support of the largest number of attendees in its seven-year history.

Taking place one day before the start of the record breaking Integrated Systems Europe exhibition, the summit focused on explaining the smart revolution taking place within the commercial and residential built environments.

Bob Snyder, SBC Conference Chairman, commented: “Our line-up of speakers really got to grips with this year’s main theme - *From Smart Buildings to Smart City*. Delegates got insight into how the digital revolution is quickly driving change. This goes from how consumers are absorbing smart technology in their homes right through to smart city design and urban planning. Digitalisation is happening all around us!”

More than 400 delegates joined speakers who included:

- Ger Baron, CTO, City of Amsterdam
- Phil Zito, Owner, Building Automation Monthly
- Niclas Norlen, Founder and CTO, LumenRadio
- Carlo Ratti, Founder, Carlo Ratti Associati
- Coen van Oostrom, CTO, OVG Real Estate
- Daniel Schroder, VP Smart Space, Siemens Building Technology Division

In total, more than 30 international experts and thought leaders explored the new opportunities within the fast moving smart building, office, home and city sectors.

Snyder continued: “One of the most satisfying aspects of the Smart Building Conference is how many of the trends we talked about in previous years are now reality. This event is really the best way for integrators to stay ‘smart.’ And the size of our audience makes it attractive to sponsors who want an intimate way to talk to the most interested, most advanced audience.”

Research taken during and after the conference revealed that nearly 90% of attendees indicated they intend to return to SBC 2019. More than 80% said that they intend to share some newly acquired information from the speakers with their office or workplace colleagues.

Mike Blackman, Integrated Systems Events Managing Director, commented: “The Smart Building Conference has become a valuable fixture in the ISE calendar and this year’s conference delivered a day of compelling content and great networking experiences. On behalf of ISE I would like to say ‘thank you’ to all those who supported and participated in this event.”

Smart Building Conference 2018 sponsors included: KNX, Spinetix, Anixter, Biamp, HDL, Irdeto, Accenture Industry XO, AVI-SPL, AV Drop, LumenRadio, and SwitchBee.

Smart Building Conference is held each year in Amsterdam on the day before the opening of Integrated Systems Europe. It is produced by Integrated Systems Events, the producers of the ISE exhibition.

For more information on Smart Building Conference 2018 please visit:
www.smartbuildingconference.com

Smart Building Conference 2019 takes place on Monday, 4 February.

ISE 2019 will be held at the RAI Amsterdam from 5-8 February 2019.

Ends

Additional information is available from:

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[Click here](#) to download high resolution images and logos.

About Integrated Systems Events:

Integrated Systems Events organises, manages and develops leading business-to-business events for the professional audiovisual, electronic systems integration and IT industries. Integrated Systems Events was established in 2003 as a joint venture of two trade associations CEDIA and InfoComm International, and has grown every year since. With employees engaged in sales, operations, marketing and content development across Europe, we are a truly international company with an international reach. Our flagship event, Integrated Systems Europe, is the best-attended AV trade show anywhere in the world, attracting over 80,000 attendees and almost 1,300 exhibitors to its Amsterdam location every February. The yearly Smart Building Conference brings

together the top thinkers in the residential and commercial “smart” industries. And we continue to expand - with our partner invidis consulting, we host successful Digital Signage Summits in Europe, America and Russia. Visit www.isevents.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 global 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 28th 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.