

# Event Assessment

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## Full Description of Event

ISE (Integrated Systems Europe) 2014. (<http://www.iseurope.com>) (10-12 Feb 2015)  
ISE is a pan-European forum for Audio-Visual and electronic equipment integration into installed environments. This includes both commercial and educational settings. It is the world's largest event for this market, with in excess of 50,000 attendees. It includes: seminars, professional training (Infocomm, Cedia), trade show, supplier meetings, networking (contacts), product launches, meeting colleagues from other Universities etc.

## Overall Impression / Assessment / Points of Interest

ISE is a huge event. It consists of Trade Show, Professional Development Conference, Training Conference and Product Launch venue. Virtually every equipment manufacturer that supplies the Framework suppliers are in attendance. There were in excess of 1000 companies and thousands of reps.



We attended this year under the SCHOMS assisted visit scheme - we can reclaim the cost of travel and hotel to stay. The scheme is funded by the ISE show itself. More than 70 UK Universities were in attendance. The networking opportunities and discussion points alone are worth the trip. The funding allocation from Schoms is up to £500, which it is possible to do (just!).

It is a conference for commercial businesses and for education, and then particularly us in HE; and is extremely interesting.

The show runs from Monday to Thursday (with Tuesday to Thursday being open to general users). The show is EXTREMELY tiring, and involves at least 10 hour days (it can be more if you attend launch events and evening supplier events). Several

colleagues regularly attained 10 miles per day walking around. Comfortable footwear is a must.

It can also quite an expensive city to eat out in, so careful selection is advised. There is also a predilection for dairy products, so sandwiches / snacks can appear to be cheese based.

The show attracted professionals from manufacturers, distributors, dealers, contractors and consultants PLUS end users, from fields as diverse as education, sports, corporate facilities, hospitality and live events.

More than 1000 new products were launched, but there wasn't any equipment that was perceived as being truly innovative.

Infocomm ran a full training seminar programme throughout the show, and offered some places and CPD points for the sessions.

This year, I stayed in Bijlmer, near to Amsterdam Arena. It is 5 stops from the RAI on the metro.

A 2 day pass on GMB is around €12. Airport transfer from Schipol to most areas in Amsterdam is around €5. It is very cost effective.

Food is provided for lunch by the Schoms scheme on Tuesday and Wednesday. Thursday is self service! This includes drinks. Amsterdam is expensive to eat out in the evening.

Hotel (in this case it is the Holiday Inn Express).

There were no great product 'leaps' at the show. There is more development by manufacturers to produce 4K images, network standards and image processing. 4K is interesting in the fact that there is not a lot of content available at the moment. Once there is, then it will be interesting to address what use it could be. There are (apparently) over 150 Audio and Video standards/protocols. This is obviously excessive, and appears to be cultivated by the industry. This will likely reduce in the coming years.

The Schoms scheme gave training presentations from:

Crestron - presented a session on the new products that may be interesting for us to use. They showed an update to their product Pyng - which originally allowed monitoring of crestron control devices, but has been updated to allow bi-directional controls too. The other update from them was the ability for all of their equipment to work at 4k. Most manufacturers are aiming at 4k image resolution, and to send signals using HDBaseT.

<http://ise.crestron.eu/news/>

Panasonic- a very long presentation on their technology where they claim to be unique (I don't see too much evidence of this!) in the operation of light engines, and light sources. Feedback to the Schoms scheme will include this. All the projector manufacturers are entering into the lampless field, and some seemingly better than others. This includes a 10k Lumen laser projector, and the ability to 3d map output onto any surface.

<http://business.panasonic.co.uk/visual-system/ISE-2015>

Epson - new light engines, sources, and 4k.

<http://www.epson.eu/ix/en/viewcon/corporatesite/cms/index/11611/>

Martin Audio - the evolution of coned speakers, and the use of design to make the

output ideal for the audience. This was supported by demonstrations held on the stand during the week (they were very good!).

<http://www.martin-audio.com/mlapressdetail.asp?pressID=603>

Kramer - a very interesting presentation from Dr Kramer, on his thoughts for the future. This was a completely different presentation to the others, and not based on their own technology, but in the direction of travel for the industry. Highlights included the use of 4k, and the developments in 8k, 16k and proposals for 32k. Interestingly, the update to 4k will have implications for infrastructure, as it'll require 2 cat 6 cables to run full bandwidth point-to-point.

<http://www.kramerelectronics.com/pages/?pid=1310>

#### Visited Companies (notable)

##### Unicol

We have a lot of Unicol product already - in TV stands and projector fixings. However, it's only the last few months that we've met with the new product manager - we now have a very good working relationship.

##### Magewell

We use these cards as the capture device for Panopto for several of the classrooms. Although there is no direct UK rep, there are several distributors.

##### Lumens

We use their visualisers in many of our classrooms. We also now have further options for ptz cameras, and usb devices.

Test products will be available for us after the show.

##### Mode-AL

This is a new manufacturer to us.

They make some very interesting and sleek lecterns. A follow up is requested after ISE has finished.

They also produce monitor stands, and monitor carts.

##### ColebrookBossonSaunders

Also a new manufacturer to us. They also produce AV carts, monitor stands, monitor arms, digital signage housings.

They have some very sleek monitor arms.

There will also be a visit arranged after ISE to discuss further products.

##### Vivitek

Not an unknown company, but they have expanded their range to include ultra-short throw projectors. These would present some great options where ceiling mountings are not possible.

##### ElementOne

A new company. They make furniture with in-built pc screens. Very stylish product.

##### Elipson

This company make some very stylish speakers.

##### Kramer

They make all sorts of processing equipment. However, their most interesting products at the moment are the Via Collage and the VP779.

The Collage looks to be the most effective BYOD option. Lots of functionality. The 779 is an all-in-one video source switcher that offers good value for single projector rooms.

#### Revolabs

We use this company for several of our microphone systems, particularly in the larger rooms.

They are now owned by Yamaha as a parent company. They have produced a range of small meeting room IP phones and USB speakerphones - which will look to be an interesting leap forward.

#### *Sessions Attended*

Destination 2020 - Future Trends in AV and Electronic Systems

[http://www.iseurope.org/home.php/ise\\_pr/home.php?navi=47&conference\\_id=3998738](http://www.iseurope.org/home.php/ise_pr/home.php?navi=47&conference_id=3998738)

The other interesting session I attended was the Sony ND session - where they preview technology in development. I am unable to give many details, but broadly their development is around:

- 4k Lampless projector (presently only 2000 lumens output).
- FullHD Lampless projector (aiming for in excess of 10k output).
- A microtile based 4k display wall (this is extremely good).

#### Others

Established contact with Reps for:

KEF audio (through GP Acoustics)

Blackmagic

Draper

Techflex

NEC Display Solutions

ESC digital media

ColebrookBossonSaunders

AC Entertainment

Aavara

AKG

Amina Technology

Apart

Armaguard

Audio-Technica

Audinate

Btech

Casio

Cloud

Covid

Ctouch

Denon

Draper

Holdan

Iiyama

LG

Matrox Systems

Microsoft

Sahara

Smart-e

Also met (already known):

JM Supplies (lecterns)

Sharp

Martin Audio

Crestron

Ampetronic

Canon

Epson

Exterity

Hitachi

Lifesize

Martin Audio

Onelan

Samsung

Saville

GV Multimedia

VideoSouth

Sony

TeamMate

TopTec

Unicol

Digital Projection

### **Interesting products**

#### Cubert Lamp



This little lamp has two power sockets (these are in UK, as well as EU), and two managed 1A USB ports.

Would work well in an environment like the library.

The major item of interest was a relatively new network standard called AVB (IEEE 802.1 Audio/Video Bridging).

The advantage of this is that it appears to be able to restrict the level of technology required to process and scale images in a classroom.

It appears to provide:

*What does AVB provide?*

- *Inherent time-synchronization of endpoints: real-time, low latency delivery of media as well as enabling time-sensitive control applications*
- *Reservation-based bandwidth management ensures QoS for media traffic*
- *Supports an arbitrary number of media clock domains*
- *Supports a heterogeneous network for media, control, and legacy traffic: existing non-media, non-time critical protocols such as TCP-IP, UDP, FTP, HTTP (web traffic), etc.*
- *Future extensibility for any isochronous data: audio, video, telemetry, etc.*

From <http://www.labxtechnologies.com/avb-you/why-avb/>

The standards are open (IEE based) and the encoding/decoding/processing is all silicon based, so is very fast.

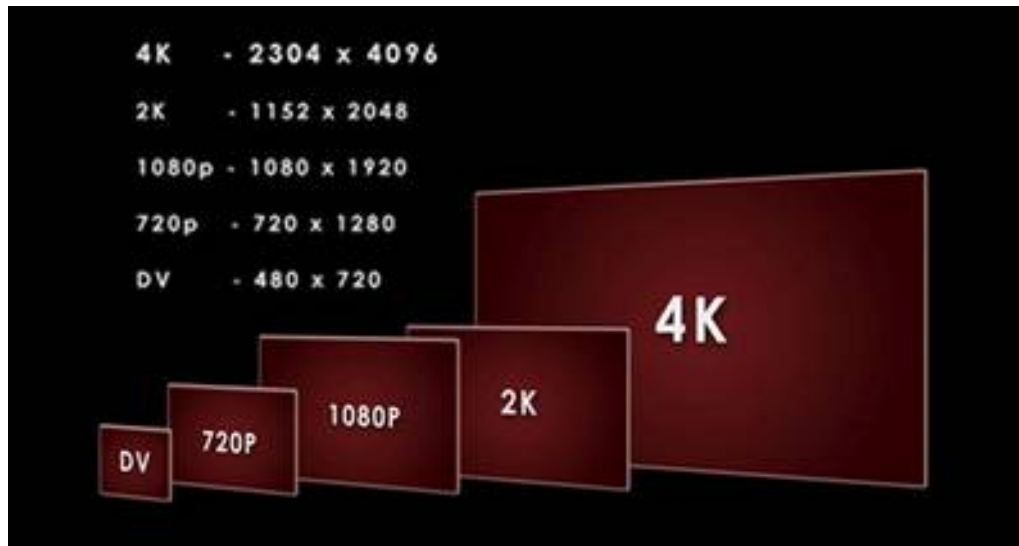
I suspect that this will become very important in future as equipment/ interfaces grow to meet this new standard.

Lumens G70 PTZ cameras



## 4K

4K seems to be being pushed across the sector, although it is not clear what 4K will contribute yet. There are few sources, and even fewer produced images. In addition to this, there seems to be very little true 4K sources, as most chipsets resort to image manipulation of 2K to produce the 4K images (by interpolation).



4K Ultra HD TVs (also known as UHD TVs) deliver four times as much detail as 1080p Full HD, that's eight million pixels compared to two million pixels. What that means in terms of potential image clarity is more fine detail, greater texture and an almost photographic emulsion of smoothness. Technically, "Ultra High Definition" is actually a derivation of the 4K digital cinema standard. However while your local multiplex shows images in native 4096 x 2160 4K resolution, the new Ultra HD consumer format has a slightly lower resolution of 3840 X 2160.

This is one reason why some brands prefer not to use the 4K label at all, sticking with Ultra HD or UHD instead.



It has a 3Mp camera, lights, and comes in two variants. €89 and €119.

Barix Store&Play



The Store&Play allow us to setup a schedule or audio playlist to play off local media storage and play background music, message and ad inserts.



The most interesting thing at the show was the Microsoft stand. They have announced the Microsoft Surface Hub.



The Surface Hub is a stripped out version of Windows 10 on a large interactive 4K screen. Many other manufacturers are making variants of this device, but having seen it in action, it truly is a leap forward in digitising whiteboards. They will enter into the market in November with this product, and will blow a very big hole in the competition.

Having spoken to the manager of this development at some length, we will be able to run universal Windows apps natively from Microsoft Surface Hub or connect applications from a personal device. It will include familiar software like Skype for Business, Office, and OneNote. We will be able to build Hub Apps to take advantage of the large screen, touch and ink input, and onboard hardware like cameras and sensors.

<http://www.microsoft.com/microsoft-surface-hub/en-us>

Writing is at full speed (normal writing speed) and there is a decent amount of drag to each pen, to make it feel something similar to writing on a whiteboard.

I have already asked to get a meeting to discuss the future developments.

#### Interesting developments

Transparent OLEDs.

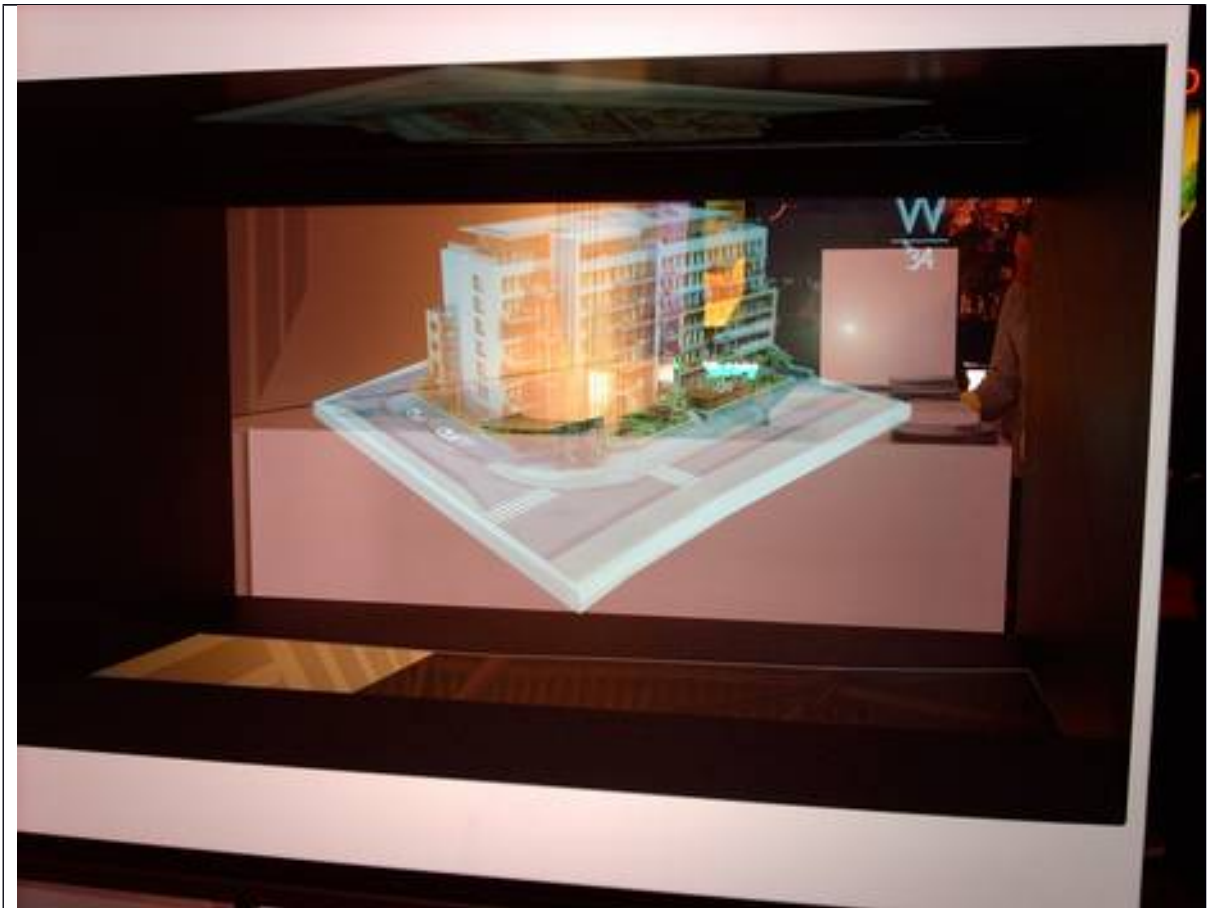
Many manufacturers are now proposing or using AirPlay or Miracast as a solution for BYOD.

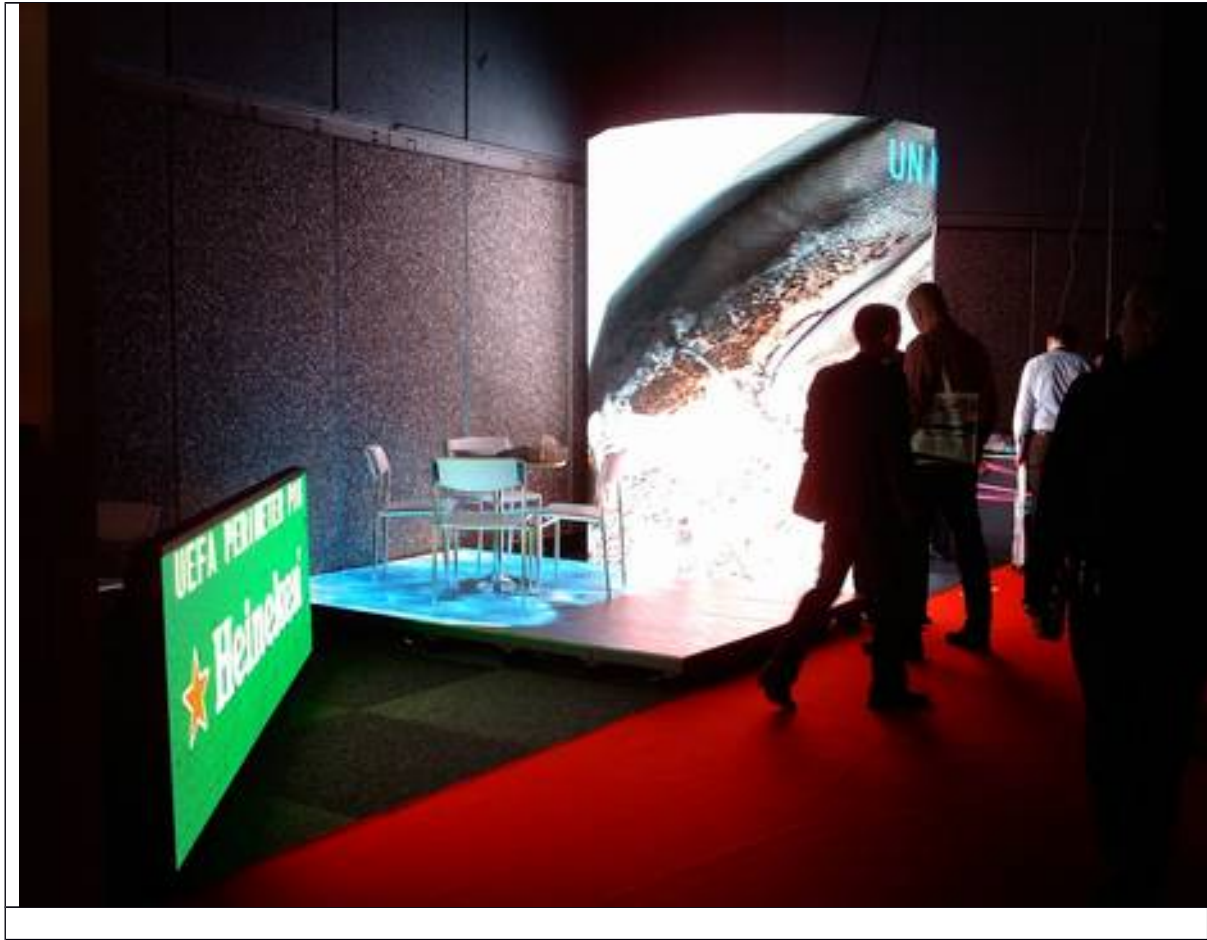
Interesting views











Repeat attendance?: Yes. This is a very important event. Although thorough planning is required for it to be of benefit. Should also be widened to colleagues, especially Assistive Tech, and Collaboration & Comms.

What is your assessment and analysis of the item?: - **Pay particular attention to any of**: cost, quality, saving, academic setting, time or saturation.

	Score	Notes
	1 Poor 5 Good	
<b>Cost</b>	3	It can be an expensive place to visit. Registration for the show is free with appropriate codes. SCHOMS funding helps to reduce the University costs.
<b>Quality</b>	5	It is not possible to get any more product or solution anywhere else.

<b>Link Ups</b>	5	More than 100 new contacts for suppliers and products made. Existing suppliers also contacted and meetings arranged.
<b>Setting</b>	4	The RAI is huge. It is a little out of the way. The venue itself is fine, with many facilities and meeting rooms available.
<b>Time</b>	3	It is a 4 day out of office commitment to go for the whole show, and it is necessary to find all suppliers and training sessions.
<b>Further Actions</b>		Further visits would be suggested. Follow up meetings from the exhibition are already arranged.

Are there any potential safety issues?: Public Transport

Who would benefit?: AV, potentially AT, as solutions move to network control - Infrastructure.

Reference any associated documentation (links):

Received By:

Date:

Action Taken:

Destination:

Date: