

## ISE 2025 SETS NEW BENCHMARKS IN BARCELONA

by Smita Rai, Editor, PALM & AV-ICN Magazines



**Epson's Eco-Sphere installation featuring AI-generated visuals, highlighted the world's smallest and lightest 4K projector with 20 000 lumens – Epson EB-PQ2220!**

I had the opportunity to attend Integrated Systems Europe (ISE) 2025, held at the Fira Barcelona, Gran Vía from February 4-7, 2025, and it was an exhilarating experience. As a first-time attendee, I was struck by the sheer scale of the event, which undoubtedly cemented its position as the largest and most prominent AV show globally. The exhibition floor was abuzz with the who's who of AV manufacturers and solution providers, showcasing their latest innovations and products. As per the official ISE press release, the show saw a record-breaking turnout of 85,351 unique verified visitors from 168 countries, a 15.5% increase from the previous year. The event drew 49,981 attendees on the first day, a 16.1% rise from 2024. ISE 2025 was a vibrant and well-attended edition, with a total of 110,540 registrations and 185,700 visits across four days. However, I did notice that participation from India, in terms of attendees, including AV consultants and Systems Integrators, seemed lower than in previous years.

The ISE 2025 keynote lineup explored the intersection of technology and business. The opening keynote, "AI is Eating the World," highlighted AI's transformative power.

ISE 2025 delegates also had the opportunity to participate in bookable Tech Tours, which provided exclusive, behind-the-

scenes insights into some of Barcelona's most impressive AV installations. The tours took attendees to notable destinations such as FC Barcelona's Barça Immersive Tour, the largest immersive room in any European sports museum; the 2,000 square metre Alfa5 XR Sports Center; and L'Aquàrium de Barcelona, which boasts cutting-edge features including a 3D exterior, holographic welcome experience, and LED digital displays throughout the ticket hall. ISE 2025's conference programme offered free content across multiple stages, including the Live Events Stage and AVIXA stage. Notable events included "Ask the Experts: Sustainable AV" featuring expert speakers from leading industry companies.

The show also featured comprehensive Tracks, including dedicated conferences on digital signage, control rooms, and AV broadcast. Five new Tracks were introduced, focusing on AI, Audio, Cybersecurity, Retail, and Sustainability.

ISE 2025's new Hall 8.1 hosted the Esports Arena, featuring live tournaments with professional players. The arena showcased popular games like FC25, MotoGP, and Rocket League, with live AV and broadcast technology on display. Visitors could enjoy the electrifying atmosphere, live broadcasts on YouTube, and expert talks on the esports industry.

### SOME KEY INNOVATIONS ON THE ISE 2025 TRADE SHOW FLOOR INCLUDED:

#### Optimal Audio

Optimal Audio expanded its ecosystem with new products. The Talk 8, an eight-zone paging system, offered 4GB of memory, instant message playback, and scheduling via WebApp, as well as a secure-fitting dynamic gooseneck microphone and a backlit TALK button with latching and non-latching options. Additionally, the ZonePad 8 provided a dedicated venue control solution with a touch-screen interface, simple configuration, and seamless integration with Optimal Audio's ecosystem. Rounding out the new offerings was the Sub 18, a powerful, passive, 18" subwoofer featuring

an 18" driver, and a peak SPL of 136dB.

#### Linea Research

Linea Research, launched its new control software, System Engineer 8 (SE8). SE8 provides easy-to-use DSP and power management with a workflow-based design, allowing audio systems to be set up in minutes. The software features fast auto-synchronisation, a graphical workflow-based design, and a three-step workflow for setup, preset selection, and tuning. SE8 also includes features such as full-screen EQ and crossover control, limiter suite, EQ toggle, and copy/paste functions. Additionally, the software offers versatile IP addressing, an intuitive IO matrix mixer/router, and improved telemetry logging.

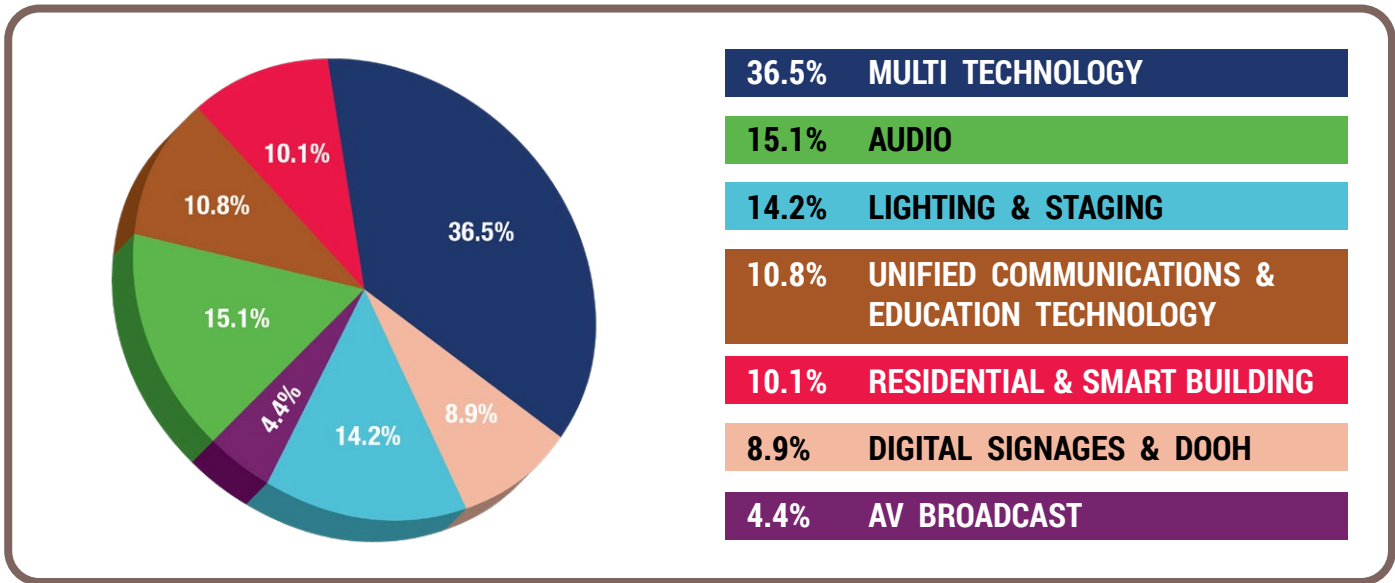
#### TiMax Spatial

TiMax Spatial, introduced several new products and updates at ISE 2025. The company showcased TiMax SoundHub 695S, a new client software release that offers functional enhancements, bug fixes, and user-experience refinements, including support for the 'Z' axis in PanSpace and Timeline, and refined audio loop point modification. Additionally, TiMax panLab, a macOS application for creating spatialized audio designs, features a 3D user interface and integration with QLab and TiMax SoundHub, making it easy to craft immersive audio soundscapes. TiMax also introduced TiMax TrackerSP, an integrated lighting control system that enables TiMax TrackerD4 to direct and focus moving-head light fixtures via ArtNet and sACN and provides a direct portal into Stage Precision's native suite of control applications.

#### Biamp

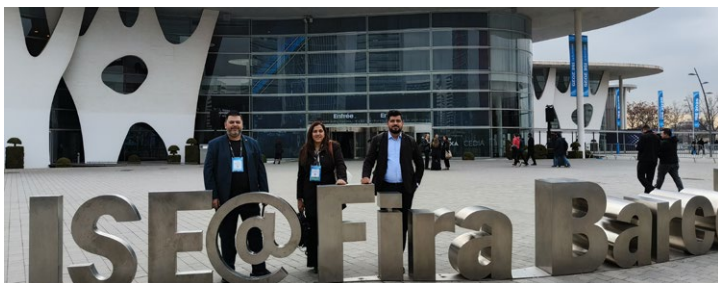
Biamp, announced the European debut of six innovative products at ISE 2025. The products include the Biamp Workplace cloud-based AV asset management portal, CCA-80 Aisle Loudspeaker, Community R.15-3696 Loudspeaker, Vidi 280 Conferencing Camera, Parlé VBC 2800 Video Conferencing Bar, and Parlé CBC 2500 Ceiling Mounted Audio Conferencing Bar. These solutions are designed to elevate audiovisual experiences in various spaces. Biamp

# DISPLAY BATTLEGROUND



“ 45% of ISE technology is for Display I would say. The AV industry is in itself a display battleground. AV projects and AV delivery whether in education, hospitality, events, sports, aviation and the other sectors is heavily dependent on display technology. Digital Signage at ISE 2025 occupied 8.9% of exhibit space covering 142 number of companies. The Multi-technology exhibits covered 586 number of companies which were predominantly exhibiting display products. Our pie chart above exemplifies the predominance of display at ISE. This realisation is the guidance factor for investment in India’s AV industry, future growth and product development focus. Even at AV-ICN expo, display occupies the predominant product technology exhibit range. One of the first brands in AV technology with manufacturing is LOGIC who have also focussed their energies on display. The recent CAVS, Bengaluru used a LOGIC interactive touchscreen display Made in India. AV-ICN magazine will soon feature an in-depth explanation of the depth and range of display products and technologies. ”

- ANIL CHOPRA, EDITOR-IN-CHIEF, PALM AND AV-ICN EXPO MAGAZINES



The PALM AV-ICN team comprising Ramesh Chetwani, Smita Rai and Zeeshan Ali Patel at ISE 2025

also expanded its Voltera family of networked amplified loudspeaker controllers (ALCs) with three new 4800-watt models. The Voltera ALCs simplify installations, are compatible with Biamp’s VenueTune software, and can be remotely monitored and managed through the Biamp Workplace platform.

### Philips Professional

PPDS announced a technology partnership with True Performance to develop a new range of dvLED displays with advanced features such as Pantone Validated colour performance and automatic calibration. The new Philips True Performance dvLED solution will be produced in Europe, making it trade-ready for government and MOD settings.

PPDS also unveiled the Philips Interactive 3000 Series, a new range of multi-touch displays designed for 24/7 environments. The series features advanced PCAP touch technology, anti-glare and anti-fingerprint coating, and high brightness levels. Additionally, PPDS expanded its outdoor dvLED line up with the launch of the Philips Urban LED 5000, 6000, and 7000 Series. These new displays offer ultra-high brightness and durability, making them ideal for public venues, high streets, transportation hubs, and stadiums.

### Nureva

Nureva showcased its latest innovations, focusing on simplifying AV management for IT teams. The company introduced Nureva Console, a cloud-based system and a mobile app allowing users to configure and control devices, eliminating the need for additional software. Key trends observed at the event included the importance of simplicity, the convergence of AV and IT, and the need for room refreshes, with many organizations planning to upgrade their meeting rooms and classrooms. Additionally, the use of multiple cameras in rooms is becoming increasingly popular, enhancing the remote-user experience.

All in all, ISE 2025 was a resounding success, bringing together innovative solutions and solidifying its position as a premier platform for the global AV community.