



ISE will now have its first Keynote Address and that will come from an IT distributor: **Gerhard Schulz, Senior VP Central Europe, Ingram Micro**, will share his vision for how we can respond to the challenges posed by the transition from analogue to digital.

In his *Blueprint for Business Growth in the Digital Age*, Schulz will show how Ingram Micro has broadened its offering to become not just a supplier of products but a partner to manufacturers, integrators and resellers throughout the world.

The lessons learned by Ingram Micro, Schulz argues, have resonance for the AV industry as it confronts a networked future.

"The convergence between AV and IT is not an event on our horizon, but a contemporary reality that will be in evidence on almost every exhibitor stand at ISE 2012," comments Mike Blackman, Managing Director, Integrated Systems Events.

"We searched long and hard to find the right voice to articulate the threats and opportunities posed by this convergence, and believe we have found the perfect partner in Gerhard Schulz.

“Why? Because the Ingram Micro experience exactly mirrors the evolution being felt by so many AV and IT companies today – the move from front-office, volume product reselling to the provision of complete solutions that bring more and more technologies into the mix.”

Gerhard Schulz adds: “At Ingram Micro we are on a journey, evolving our business as we meet new manufacturers, add new technologies to our offering, and embrace new reseller and integrator channels. But this journey has only just begun, and we now see the emergence of a series of ‘mega-trends’ that present fantastic new opportunities for our partners.

“For this reason the subtitle of my address will be ‘From Volume to Value...and Beyond into Verticals’. I want to demonstrate to ISE attendees not just how they can add value to their business, but which markets will deliver the brightest growth prospects, and which competencies they will need to acquire in order to service those markets.”

The Keynote Address will begin at 6:00pm on 30 January, followed by an Opening Reception.

Mike Blackman concludes: “...The Address will be the perfect curtain-raiser for ISE 2012...”

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