World-Famous Cyber-Illusionist for the ISE Keynote

Written by Bob Snyder
17. 12. 2012

Globally renowned cyber-illusionist Marco Tempest will present the Keynote Address on the eve of ISE 2013.

From standing ovations at TED Global to top level corporate gigs at Cisco, Symantec, Qualcomm and others, his talent has been recognized with a number of prestigious international awards including the prestigious *New York World Cup of Magic*.

Marco Tempest has been featured in his own theatrical shows and as part of numerous TV specials **enjoying well in excess of 500 million cumulative viewings across the world**. Marco's award winning television series
The Virtual Magician
is currently airing in 48+ countries.

Titled **Inventing The Impossible**, Tempest's presentation at ISE 2013 will address the use of illusion as a creative tool and how it can be used to bring seemingly impossible scenarios to life. Using examples of the magical illusion work Tempest has designed in collaboration with engineers, animators and programmers, **the Keynote will focus on the envisaging of future technologies, the value of open-source projects and how illusion can provide an inviting gateway to social-media interactivity**
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"Marco Tempest has a worldwide reputation as an inspirational speaker whose use of computer-based imagery, augmented reality and other visual technologies is as original as it is breathtaking," comments Mike Blackman, Managing Director, Integrated Systems Events.

"Whether they are combining multiple projected images to create a single animated canvas, building interactive kiosks for retail spaces or visitor attractions, designing multi-channel sound systems or simply providing multimedia content for installed or live applications, ISE attendees are in the business of adding value by persuading people to suspend their disbelief.

"Marco Tempest's unique take on the use of illusion as a creative tool fits perfectly with ISE's business and technology landscape, while his commitment to collaboration, creativity and enterprise could hardly be more topical."

Tempest, a Swiss-citizen based in New York, adds, "My interest in computer-generated imagery is what led me to incorporate video and digital technology into my work as a magician, and develop a new form of contemporary illusion. The expansion of the internet and social media has provided more opportunities for digital illusions and interacting with audiences, and in Amsterdam I hope to show that using these influences in smart, creative and compelling ways can indeed allow us to 'Invent The Impossible.'"

Tempest's Keynote Address will begin at **18:00 on Monday 28 January 2013**, and will be located in the Forum of ISE's Amsterdam RAI show venue.

The Keynote will be followed at 19:00 by **ISE's 10th Birthday Party**, to be held in the adjacent Forum Lounge. **Admission to both events is free of charge to all ISE attendees**.

Mike Blackman concludes: "We are delighted that Marco is coming to Amsterdam to present 'Inventing The Impossible' on the eve of ISE 2013, and look forward to a presentation that will amuse, entertain and inspire Europe's professional AV community in ways they could not have imagined."

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