

Over 50000 AV professionals and installers made it to Amsterdam for Integrated Systems Europe 2014 on 4-6 February, the highest attendance for the show yet according to the organisers.



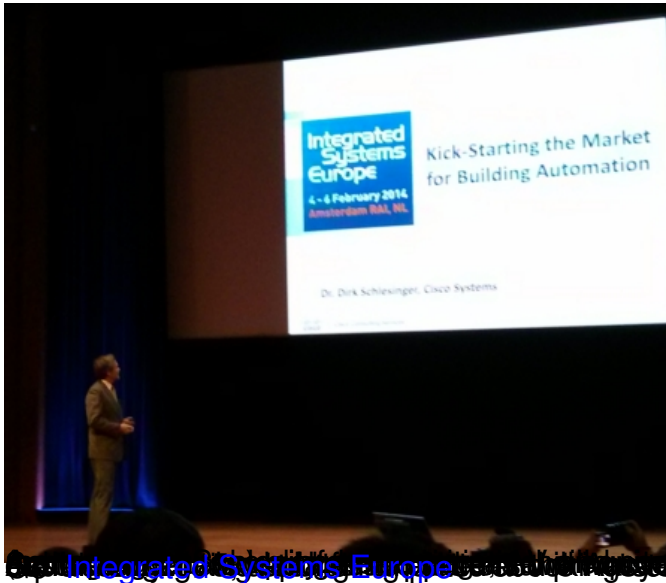
The exact number of visitors totals 51003-- a 15% rise over 2013. The show housed 952 exhibitors, 200 of which new to ISE, within 36035 square metres of space at the RAI. However, one comment heard from a number of attendees is the show is growing slightly too much, bringing nostalgia to the smaller, more intimate ISE of earlier years.

"Our big theme this year was content," ISE director Mike Blackman says. "We believe we have delivered on our promise to enhance our event— and attract more attendees— by offering a combination of technical training, market intelligence, real-world case studies and networking opportunities that is unmatched by any comparable event in Europe."

Kicking off the pre-show programme was the 3rd Smart Building Conference led by our own Bob Snyder, before the show started proper with an opening keynote by Cisco global manufacturing lead Dr Dirk Schlesinger. Titled "Kick-starting the Market for Building Automation," the speech detailed [the cross-industry initiative set by Cisco, ABB, Bosch and LG.](#)

Record Attendance, Size for ISE 2014

Written by Marco Attard
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[Integrated Systems Europe](#) is a leading technology event for building automation, security, and smart buildings. It is the largest event of its kind in Europe, attracting over 10,000 professionals from across the industry. The event provides a unique opportunity for attendees to learn about the latest trends and technologies in the market, network with industry leaders, and discover new products and services. The 2014 edition of the event was held in Amsterdam, NL, and was a great success, with record attendance and a highly engaging program.