

Who Had the Biggest Stands at ISE 2015?

Written by Bob Snyder
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The **rAve Europe 4th Annual ISE Stand Report** shows the changing landscape of stands at ISE 2015, but **Samsung** remains in first place, increasing its stand size once again. (Not that they needed to increase in size: their stand is more than 400 sq. meters larger than the Number 2 ranking.)

TOP Stands (Combined) ISE 2015					
COMPANY	STAND SIZE	RANK			
	2015 sq.m	2015	2014	2013	2012
Samsung	1056	1	1	1	1
Panasonic	629	2	8	2	5
LG	621	3	6	3	2
Crestron	530	4	2	6	4
Milestone	525	5	3	5	9
Christie	496	6	5	4	3
Epson	448	7	11	11	7
Harman	427	8			
NEC	425	9	7	9	6
Sony	384	10	9	12	10
Barco	374	11	10	13	
Microsoft	352	12			
Mitsubishi	351	13	4	7	9

Our first chart is based on “combined” size as a number of manufacturers take smaller spaces to supplement their large stands. The combined space best represents their total investment in ISE.

Panasonic and **LG** (2nd and 3rd largest respectively) both improved their rankings from last year, as did **Epson** (7th). **Mitsubishi** kept their main stand but dropped their ancillary space and so fell from 4th to 11th in the rankings.

Microsoft entered the ranks of top exhibitors, earning much better reviews with their ISE 2015 participation than with their start at InfoComm in USA last year (where they were criticized for not having any significant product showings on the stand).

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While the “300 square meter and above” crowd fights it out for top rankings, more exhibitors joined in the “100 sq m and above” as the ISE competition for attention grows.

Go [2014 Largest Stands Report](#)