

Region 1 Chairman Robert Hallam tells rAVe Europe Web TV at ISE 2011 CEDIA is increasing its education programs and benefits throughout non-English speaking parts of Europe, offering its EST II certification exam in multiple languages throughout the show.



It's a "tremendously successful" ISE 2011 for all involved, Hallam says-- with an increase in growth that hopefully should continue through the entire industry this year.

CEDIA also has its technology show-- the Home Technology Event-- this June. Sitting between ISE at CEDIA USA's show, the UK event will have 13 new exhibitors as it focuses on the residential market. Hallam says the event is getting "significant" support, and the organisation hopes for a larger attendance as a result of the knock-on effect seen at ISE rippling through the industry.

Also on the calendar is CEDIA's Awards event-- with entries throughout CMEA and beyond.

Hallam says CEDIA wants to continue offering value for its members-- both through education and outreaching to other groups, like the Intellect group (whose members include the likes of Sony, Intel, Sky and BT).

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## **CEDIA at ISE 2011**

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22. 02. 2011

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