

AV Innovations Galore at ISE Barcelona 2023

*ISE Barcelona 2023, held from January 31 – February 3, 2023 in Barcelona, Spain, witnessed a record-breaking footfall over the four-day show. Clocking in at 58,107 unique attendees from 155 countries around the world, the ISE Barcelona 2023 not only gave the global AV industry a much-needed push in the right direction after the two-year long COVID-19 pandemic, it also bolstered Barcelona's tourism industry, as the city's bars, restaurants, and other entertainment venues registered record-breaking occupation. **PALM + AV-ICN** reports on the highlights of the show.*

ISE Barcelona 2023, held from January 31 – February 3, 2023 in Barcelona, Spain, was marked by the pompous presence of **King Felipe VI of Spain**, accompanied by **Ada Colau**, Mayor of Barcelona, **Núria Marín**, Mayor of L'Hospitalet de Llobregat, and **Laia Bonet**, 3rd Deputy Mayor of Barcelona, the ISE Barcelona 2023 sure had its finger on the right pulse this year.

Sharing his satisfaction over the success of ISE Barcelona 2023, **Mike Blackman**, Managing Director, Integrated Systems Events, shared, "It's been an extraordinary week and it's hugely gratifying for us to look back and realize we've delivered an exceptional show for our industry and the wonderful city of Barcelona. We've had unprecedented visitor levels to the show, so much inspiring content and features on display, and ground-breaking visits from the King of Spain on Tuesday and the President of Catalonia on Thursday to add both a royal and a political seal of approval to the show. This week at ISE 2023 confirms that we can safely say the global AV and systems integration industry is back with an impressive bang!"

Several exhibitors were also full of praise for the ISE Barcelona 2023. Among them was **Christine Schyvinck**, CEO, Shure, who said: "It's been a few incredible days at ISE! Lots of inspiring conversations with partners and old friends. We were



King Felipe VI of Spain graces the floor of ISE Barcelona 2023 with his royal entourage and key national ministers

honoured to welcome His Majesty the King at our booth, and we won the Innovation Award for Audio Technology! We had a very successful week, and we look forward to continue all our conversations.”

Reputed Exhibitors Steal The Spotlight

K-Array, in their Live Demo booth, showcased their latest innovations, including the redesigned iconic Lizard micro-loudspeaker available in recessed-mounting models too, the updated sound management software, and low-frequency range



The K-Array booth at ISE 2023 attracts an impressive footfall

solutions introducing the shallow profile **Rumble-KU315** subwoofer and the **Thunder-KSC12P** infra-subwoofer for cinema/home entertainment applications. For **KSCAPE** they introduced the fully tunable version with a user-friendly lighting control system **Casambi** for a truly immersive plug n play installation, perfect for video conferencing rooms and offices.

On display were **Sony's** newly-launched **SRG-A40** and **SRG-A12** cameras with built-in AI. Ideal for installation in auditoriums, distance learning occurrences, conference rooms, and small and large meeting rooms, the AI technology enables the cameras to automatically track the speaker in the room in order to facilitate seamless, uninterrupted virtual meetings and enhance productivity levels in any organization.

To deliver state-of-the-art panoramic video conferencing layouts, on display was also **Sharp/NEC's 0.9mm DvLED**, in the aspect ratio of 21:9, solution-optimized for Microsoft Teams. **Panasonic's 21:9 LCD Projectors** were a crowd-puller as well - along with a host of other conference room solutions - which aim at delivering exceptional pixel clarity during any virtual meeting with the help of excellent resolutions.

On show was also the **PanaCast 50 Video Bar System** from **Jabra**, which is a native host to Microsoft Teams and Zoom Rooms, courtesy embedded Android. An integrated video bar consisting of speakers, video cameras, microphones, 10.1" high-resolution Touch Controller, and an Android UC Processing Power in order to help the user control the meeting room experience with minimal cabling and zero need for a dedicated PC. With 180-degree field-of-view panoramic 4K multi-camera array, eight voice detection-enabled professional-grade microphones, and an array of four speakers with a stereo setup of zero vibration, the PanaCast 50 Video Bar System promises and delivers true-to-life image clarity, an acoustic ambience sans residual echoes and static noise and a comprehensive panoramic view of the meeting room.

Logitech's soon-to-be-launched **Sight**, an AI-powered tabletop camera, also made its way to ISE Barcelona 2023. **Sight** functions as a companion camera to Logitech's couple of mini systems, in order to make larger, bigger meetings more equitable by extending the audio and video, giving them a greater depth in larger spaces and delivering a clear, front-facing tabletop view of the meetings.

On demonstration was also **Nureva's HDL410 Audio Conferencing System**, which consists of two microphone speaker bars and provide an extensive coverage of approximately 10.5 x 16.5 metres. Ideal to be used in meeting rooms, classrooms, and large venues, the HDL410 is also easy to install and manage.

LG Electronics showcased the application of its 30-inch transparent OLED display on a way-finding kiosk, which goes a step further than a typical kiosk by not just meting out a map of the location the user is trying to reach, but also physically turning to the direction displayed on the map to help the user take the correct path to the preferred destination. The crowd-puller, however, was **LG Magnit**, a premium Micro LED for businesses which comes with Full Black Coating technology, a superbly high contrast ratio, wireless broadband transmission technology,

and wide viewing angle and accurate colours..

PPDS announced a range of full-colour and full-size 'zero power' **Philips Tableaux ePaper Signage Displays** that is capable of delivering round-the-clock content without being plugged in or using an ounce of electricity. Available in 25" 16:9 and 28" 32:9 variants at the time of the launch and able to offer more than 60,000 colour options (which includes blue), the ePaper signage solutions by PPDS are ideal for retail, corporate, transportation, and public spaces – think of sectors aiming at digitalizing their operations – such as a store updating its opening hours, a restaurant trying to go carbon-free with a digital menu, and more.

INOGENI displayed the **CAM230**, a multi-camera system that is aimed at enhancing meeting equity. The CAM230 allows the presenter to change the camera angles just at the click of a button and deliver increased audio and video clarity to the listeners or the participants. Also exhibited was the **IMOGENI Share2**, the **IMOGENI Share2U**, and the **IMOGENI CAM300**.

Sennheiser launched the **TeamConnect Ceiling Medium (TCC M)**, a new ceiling microphone ideal for collaboration spaces such as meeting rooms or lecture halls. Featuring a coverage of up to 40 metres, an automatic dynamic beamforming technology and TruVoiceLift function, the TeamConnect Ceiling Medium can be easily surface-mounted, flush-mounted, or suspended.

AtlasIED announced several products at the ISE, namely the **Atmosphere AZMP4 (4-zone)** and **AZMP8 (8-zone)** and the **Atmosphere X-ZPS**. The AZMP4 and AZMP8 both combine audio processing and amplification in a single product to help users consolidate the devices in an audio rack and streamline system integration. The Atmosphere X-ZPS is an advanced multi-zone paging station accessory with a gooseneck microphone and a 4.3 inch touchscreen display for All Call, Group, and Zone paging.

Also exhibited was **Wyrestorm's** newly-announced **NetworkHD 500 Series** of Encoders integrated with **Dante**, which includes an in-wall solution with an additional HDMI or USB-C input, ideal for educational applications. On display was also **BrightSign's XC5**, a digital signage player for 8K applications, consisting of two variants – one with 2 outlets and one with 4 outlets – that allows the user to seamlessly play a video on a video wall.

Bose Professional displayed the **VB1 Videobar**, an all-in-one USB solution for mid-sized spaces that consists of 6-12 people, and the **VB-S Videobar**, a BYOD solution featuring a 4K resolution, a Bose speaker and a beam steering microphone from Bose in order to enable the listeners to hear audio with superlative clarity.

DTEN demonstrated the **D7X Dual Screen**, which stands above the class of earlier dual screens with a top-mounted camera. The D7X comes with a centrally-mounted camera for a more natural, better image placement and clarity, and fore-facing speakers with built-in microphones.



Seen at the DTEN booth - The D7X Dual Screen with a top-mounted camera

Shure showcased the **Stem Ecosystem Conference Room Audio System**, which is intended to be used for softwares such as Microsoft Teams. The Steam Ecosystem Conference Room Audio



Project managers Onur Cetinier, Yigit Erol, Cagdas Bulut, and Efdal Mutcu strike a pose in front of Vestel's booth

System includes the Stem Wall, a videobar, the Steam Ceiling, a ceiling microphone, which can be wall-mounted, surface-mounted or suspended, and the Stem Speaker, which can be used as a floor-standing speaker as well as a wall-mounted speaker – all of this comes with a Stem control unit, which controls the entire Stem Ecosystem.

Vestel showcased its **Wide Color Gamut Line**, available in varied sizes, from 43" to 65", with a color gamut specification of 90%. Also exhibited was the **IFX range** – in 65", 75", and 86" sizes. Powered by Vestel's System-On-Chip technology, 20-point IR Touch Technology, video freeze frame, built-in Android apps for office and multimedia applications, the IFX range delivers a seamless performance. Alongside, Vestel's **PF+ Series**, 16/7 usage UHD screens with 500 nits brightness was also put on show.

Peerless AV unveiled next-gen dvLED mounting alongside multiple mounting solutions demonstrations of **Kitted**, **Kitted +**, and **SEAMLESS Bespoke** in cart, floor-to-wall, and floor stand variants.

d&b audiotechnik introduced **HeadroomCalc**, which can predict d&b system's

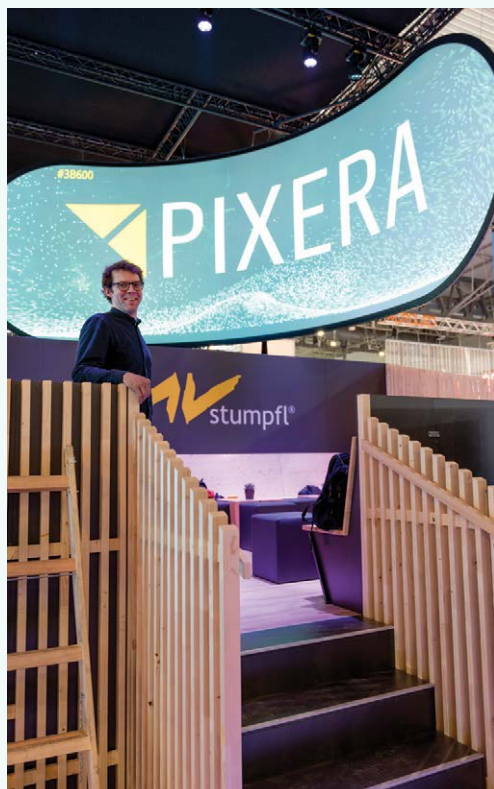


It's a success: Harmut Kulesa, Mike Blackman, and Jan Markus Jahn are all smiles on Panasonic's virtual stage

reaction to a specific audio channel to provide a more accurate sound pressure level and headroom calculation as compared to any other solution available in the market. Also making all the right noise at ISE 2023's Demo Room was the company's new offering, **Soundscape**, an immersive audio solution.

Panasonic Connect Europe, along with debuting two new Core mainframes and enhanced software in order to expand its **KAIROS live-production software**, unveiled the brand's newest **4K 1-chip DLP Projectors – PT-REQ12 Series (4K) and PT-REZ12 Series (WUX-GA)**, **4K Touch Displays – the EQ2-PCAP Series**, and **4K UHD LCD Displays – the SQ2H Series**. The 4K 1-chip DLP Projectors are designed to offer better production possibilities and simplify workflow, while the SQ2H Series comes in seven different sizes – 43" to 98" – to meet the increasing demand for premium professional displays that are unaffected by bright lighting conditions in spaces such as lobbies, entrance halls, and more. The EQ-2 PCAP Series addresses the growing need for instant, intuitive collaboration in meeting rooms, classrooms, and hybrid work environments with six screen sizes – 43" to 86" inches, multi-touch and Capacitive Touch Technology.

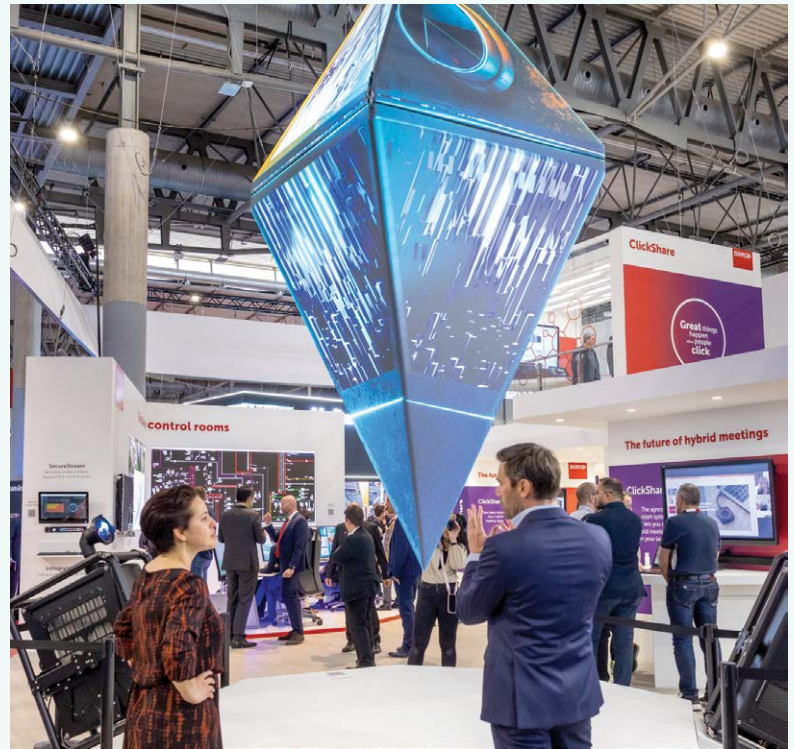
AV Stumpf showcased its **AnyShape Projection System** and **PIXERA** multi-user workflow features – while the former enables users to order custom-built projection



Jan Hanten, Software Development, AV Stumpf, talks about PIXERA from the company's stand

screens with a vast variety of frame shapes right from the factory, the latter allows media server operators to work on complex or large-scale installations more flexibly and efficiently by letting the user choose between several granularity levels in a multi-user scenario.

On show was also **Barco's ClickShare CX-250 Gen2 Wireless Conferencing System**, which features dual screen support and allows perfect meeting equity by



Apart from ClickShare CX-250 Gen2 Wireless Conferencing Systems, Barco steals the spotlight with visually-enticing projection mapping

keeping content and people onscreen at all times. Available in 21:9 screen ratio, the CX-250 also comes with the ability to switch between meeting room systems and ClickShare BYOM approach, turning any room into a ClickShare room in a wireless, flexible manner. The product is also carbon-neutral, making it one of the more sustainable options.

Smart Conferences For A Smarter Future

ISE Barcelona 2023 also hosted a myriad of conferences over the four-day show. Day One of the show witnessed the **Smart Building Conference**, and **Content Production & Distribution Summit**. The keynote of the first conference was delivered by **Palle Dinesen**, CEO and Co-Founder, Ubiqisense, **Elizabeth C. Nelson**,



invidis Consulting's Florian Rotberg (left), accompanied by Stefan Schieker (right) deliver the message of sustainability during the keynote speech titled, 'The Power of Pixels'

Co-Founder & Head of Research & Innovation, Smart Building Collective, **Erik Ubels**, Senior Consultant, MetisReal, and **Claire Penny**, Director of Global Partnerships, Invicara. The Summit was introduced by **Amelia Kallman**, Futurist and **Ciaran Doran**, Managing Director, Deep Blue Sapphire Limited.

(Continued on page 45)