

hiddenwires

The EMEA magazine for residential
technology, integration & automation

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ISE 2019



Classic Grade I residence gets a smart facelift

Luxury home cinema

We head to Dubai where a luxury villa gets a cinema to shout about

Top 2019 picks

From 5G to 8K: Some key trends to look out for this year

Secret and discreet

Behind the scenes at a clinic with a hidden, high-tech entertainment space



Hidden Wires asks...

The biggest show for integrators across Europe is here again! We speak to some of those attending ISE 2019 to find out what they are expecting this year.



Mike Ranpura

Managing director at Smart Life AV



Dennis Lundell

Owner at Aloud AB



Joel Reis

CEO at Life Emotions

What value does your company get out of the investment of attending ISE?

MR: ISE is a special place for us as it's how we got our first taste of the industry. I think every industry has a key event that everyone looks forward to and ISE is ours. It's the place where manufacturers show off their new products for the first time and also where we discover new innovative manufacturers. Key members from companies are present and it's a great opportunity to provide feedback and suggestions that can make their products even better whilst gaining an understanding of their product roadmap.

DL: Aloud has been coming to ISE since 2006 and we have always had a great experience. The conferences open up networking both between suppliers, distributors, as well as between companies on a global level. It's also inspiring to hear prominent speakers talk about future trends. Additionally, we always have our staff go to some of the high-level educational training sessions that are provided every year. This is something we prioritise annually as the training provides insight, quality and new ideas that we can directly build in to our business.

JR: When attending ISE, we get to talk with many players in the industry to get up to date on what everyone is working on and also to get a good insight on where the market is heading. This is also an opportunity to have open discussions with other integrators

from other countries about business, project management, manufacturers, etc. Another great value is that it motivates our team because they can attend training sessions and get more awareness about different products that can be used with our clients.

How will you spend your time in Amsterdam at this year's show?

MR: Being able to see what is happening horizontally across other AV sectors and identifying whether those products would transition over well into your projects is another reason to explore all 16 halls. For us the biggest benefit is being able to spend quality time with industry friends and fellow installers. Being a small company, valuable conversations can impact how you choose to run your business in the year ahead.

DL: Aloud will attend several courses on site as well as the Audio Forum and the Smart Building Conference as these are directly in our line of business. We will also go to some of the keynote speeches to be inspired by other business leaders.

JR: While in Amsterdam, I will spend time with training, establishing new partnerships and research about new products. And last but not least, drink some beers with my team and partners.

What technology/specific products are you excited about checking out at ISE this year?

MR: I'm looking forward to seeing new products that have been teased by

Blustream, Doorbird, ELAN, Rako and SurgeX to name a few. I believe this year there will be quite a few new products on show. The industry is definitely at a turning point and what we see from exhibitors this year will dictate what their plans are for the next two years and, dare I say, whether they will continue to exist over the next five.

Critically for me is what steps automation companies are taking to distinguish themselves from the IoT market and growing threats from the likes of Google, Apple, Facebook and Amazon. We have seen Crestron release Pyng and Lutron roll out RA 2 with great success. Savant are also doing interesting things with Audio over IP.

DL: We are eager to learn and know the latest developments in regards to IP, AI voice control and other interesting software.

JR: I'm looking forward to seeing innovations in many areas, like Voice Control, AI, AR, etc. I want to have some idea about what other integrators are doing about EV Charging because this is getting a lot of discussion right now.

Considering the latest trends about cybersecurity, I'm also looking forward to seeing what the vendors have been doing to improve their products in this regard. Our industry needs to catch up with the best practices in this area.

But in the end, what I would really like is to be surprised with unexpected products or trends.