

BLOG: Drop the Mic **Back on the Road: ISE 2022**

Has it really been two years? Covid certainly has handed us all a curveball but seeing shows like ISE and Infocomm come back are just a few of the signs that ProAV is finally really getting back to business.

As a manufacturer there are a number of reasons we look forward to “hitting the road” and it seems this year, the excitement is even greater. For one, the location...Barcelona, Spain! A new one for ISE and one we cannot wait to explore.



True, trade events like ISE are there for the attendees to learn about new products and to talk about client challenges with solution providers, but there is also a layer of the show that is built for peer-to-peer discussions among manufacturers. This is where many partnerships, strategic alliances, and true innovation happens, right there in between product demonstrations and project discussions.

Over the years, we have had opportunities to work with and collaborate with companies like Audinate, the company behind Dante, with QSC and with integration and software experts like Control Concepts. The chance to build new relationships and to discuss industry trends with our colleagues and peers is priceless. Indeed, the show floor is where those “what if...” scenarios are discussed and pave the way for making new products and improving existing ones even further.

We enjoy the major industry shows, as well as the smaller road shows that we take part in with our dealer and representative networks over the year. For us, ISE is a terrific opportunity to also meet with international distributors.

Representing many different parts of the world and divergent markets, each of these distributors have unique needs that are driven by local business, economies and culture. It is always refreshing to be exposed to such diversity and to embrace it as we return from the show with a truly global insight to professional AV.

For many, the last two years put a damper on construction and the project pipeline. Now, as projects begin to move into high gear, and with the need to provide consistent audio quality whether working in the office or remotely, we know there is a good deal of pent-up demand for microphone solutions, and we are ready to answer that call.

Today, successful show management, manufacturers and even microphone solutions must focus strongly on innovation, adaptability, and flexibility and in this area, our team at Clockaudio has always been” clearly different.”

We look forward to seeing you at ISE Europe and on the road elsewhere in 2022 and beyond.

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