

## Blog: Drop the Mic!

### Amsterdam Pulls Out All the Stops for Another ISE

Recently touching down and back from his trip to Amsterdam, we spoke with Simon LeDuc, Clockaudio Product & Technology Manager about his experience “booth-side” at ISE 2019.

#### What do you feel makes the ISE show different than some of the other shows in the AV industry?

I’d have to say that the size of the show, truly sets it apart. ISE is HUGE and the show is spread across 15 pavilions making walking the show an Olympic event. In recent years, they even added a fourth day to the show since people just could not make it through the 186,000 square feet of exhibit halls and tents in just three days.



#### How well is the show attended?

At ISE, every square inch of the place is jam packed with attendees and exhibitors. In fact, they reported record attendance yet again this year with over 80,000 attendees and 1,300 exhibitors. As far as the trade show world goes, this European show definitely brings out the crowds.

#### What do you find fascinating at the ISE show?

As an Anglophone/Francophone, it is humbling to be a minority at ISE. As you walk around the floor, and as people come by the booth, you can hear every language on the planet being spoken around you. It’s like the UN of tradeshow. Also, this show has a lot of class! In fact, the majority of people dress up in suits, and you hardly see anyone wearing polos. It seems that manufacturers and attendees alike, like to put their best foot forward in Amsterdam. Another thing that seems to be happening more and more that I find interesting is that companies are using ISE as the launching platform for new products, and it is exciting to be part of that too!

#### What else makes the show special for you as a manufacturer?

I’d have to say that it is in the kind of meetings we have. The people that come by our booth have planned to meet with us, however long it takes to discuss their projects. They want to get the maximum detail and see what our products can do for their projects and applications.

#### What was the highpoint for you (personally) at the show?

I’d have to say that the quality meetings we had with other **manufacturers**. There is a true collaborative spirit in Amsterdam, and we had a number of meaningful discussions and exchange of ideas with other manufacturers at the show, and I’m excited to see where we take them in the coming months.

**Will your time at ISE this year change your approach to InfoComm in any way and if so, how?**

Yes, it will: I think now with ISE behind us, we will take that experience and continue to focus more on some of our peer-to-peer relationships. In addition, the setup of the ISE booth has inspired some new changes to our InfoComm booth, and we are looking forward to gearing up for this next event. So, get ready! It's going to be a great show in Orlando this year and you will NOT want to miss us in June!