Press Information

ISE 2019 XR Summit explores B2B demand

B2B sector willing to embrace VR, AR and MR, delegates hear

Making its second successful appearance at ISE was the XR Summit, a half-day B2B strategy conference designed to provide insight into, and understanding of, the Virtual (VR), Augmented (AR) and Mixed Reality (MR) industry. It was one of several ISE conferences to take place at the Hotel Okura, close to the RAI Exhibition Centre, as the organisers of ISE responded to growth in the number of exhibitors, visitors, events and conferences that have characterised its development.

The conference explored the latest in XR technologies, business strategies, and solutions and how they impact and empower the AV business. Given the growing importance of XR technology to the AV industry, it was no surprise that attendance was up this year.

"As we are seeing VR-AR-MR increasingly integrated into business and entertainment, there's never been a more exciting time to be talking about what's possible today, and what's to come," said Amelia Kallman, futurist and author and moderator of the XR Summit. "We had some of the world's leading experts speaking and debating best practices, integration, and what we can do to prepare today to be the leaders in this industry tomorrow. A highly successful, engaging event, and I'm already starting to plan how to make next year's even better."

At the Summit, location-based VR expert Bob Cooney noted that, while consumer take-up of the new technology had been disappointing, that has not stopped firms from experimenting with immersive technologies, particularly in the B2B, travel and entertainment sectors.

Fellow speaker Pieter Van Leugenhagen, co-founder of Yondr, echoed Cooney, saying that although the consumer end of the market slowed down for his company in 2016, his firm has built up a solid business producing 360° and VR experiences for the B2B sector. Yondr's work has included creating virtual wayfinding tours so that people can navigate around big warehouses, and for travel brands to enable customers to go on virtual trips before they buy a holiday.

"It's a huge business opportunity for a travel industry suffering from a price war," he said.

Using VR and AR to enhance virtual online collaboration was also a use case demonstrated at the conference by Kalle Saarikannas, Head of Partnerships at Glue, a hosting service for collaborative virtual reality.

"The AV industry has always been quick to embrace new technologies, and XR is yet another example of that willingness," said Mike Blackman, Managing Director of Integrated Systems Events. "A vital role that ISE plays is to give these new technologies a platform – expose them to the industry. As visitors learn about them, they rapidly see the opportunities – in applications from digital signage to education and training. Technologies like XR help the industry to discover new opportunities as well as to add value for the customers it currently serves. We're delighted to play a part in helping that to happen."

The event was produced in partnership with AVIXA, CEDIA and the VR/AR Association, and sponsored by TWNKLS. Technology partners supporting the conference were Hikvision, improve Transtech and Temas.

[Image Gallery XR Summit 2019](#)

About Integrated Systems Europe:

Launched in 2004, ISE is the world's largest tradeshow for the professional AV and systems integration industry. ISE 2019 took place from 5-8 February 2019, and drew over 1,300 exhibitors and more than 80,000 registered attendees to its Amsterdam RAI location. The event is a joint venture of the Audiovisual and Integrated Experience Association (AVIXA) and the Custom Electronic Design and Installation Association (CEDIA). For further information, please visit: www.iseurope.org.