

The ISE in Barcelona – a complete success for the Exertis Group!

Uhringen, February 28th, 2023

With a new international booth concept, the Exertis Group presented itself with Pro AV solutions at this year's ISE in Barcelona for the first time together with colleagues from all over Western Europe, the UK, the DACH region, Scandinavia and the USA.

With nearly 60,000 visitors from 155 countries, this year's ISE was the best attended ISE in Barcelona and historically the second-best ISE ever after 2019. The ISE is not only the most important business event of the year for the AV industry, but it also showcases what the AV industry is all about: exciting experiences triggered by audiovisual media. After the turbulences of the pandemic, this year's ISE in sunny Barcelona shone again in its old glory. It showed that in-person events are much more than just experiencing products, but also offer the opportunity to examine the latest technologies in a great atmosphere, to exchange ideas with service providers and partners and to make new contacts with manufacturers and customers. In addition, the Exertis Group is pleased that the booth, which this year for the first time served as a pure communication booth without exhibits, was visited with great interest.

As a special highlight this year, UCC tours of selected manufacturers were offered. This allowed customers to see for themselves, among other things, the new 2nd generation of the Barco ClickShare CX-50, which now supports two screens, as well as to experience many other trade fair highlights in an even more compact form. In addition to the guided tours, the account managers offered targeted, individual customer tours, which was very well received. With the image campaign launched last year, the Exertis Group succeeded in presenting a unified face to customers at ISE under the motto "make extraordinary happen" and in appearing as the world's No. 1 AV distributor.

Mike Hommel, Marketing Director DACH and ISE Project Manager is pleased about the successful trade show appearance: *"We look back on a very successful ISE. Our new international trade show concept has been a complete success, we have implemented our motto "make extraordinary happen" spatially and visually. We received a lot of encouragement for this from both customers and manufacturers."*

Michael Sanger, Sales Director Germany, also commented: *"It was an exceptional week, and we are pleased that our new booth concept was perceived so positively. Our expectations were exceeded once again. Special thanks go to our manufacturers who supported us and to the numerous customers who visited us. We are already looking forward to the next ISE."*

The next ISE will take place in Barcelona from January 30 to February 2, 2024.

About Exertis Pro AV

Exertis Pro AV has been one of the largest and most renowned value-add distributors for AV media technology in Europe for more than 30 years and has been part of DCC Technology Trading/Exertis since 2019. Headquartered in Uhingen near Stuttgart, the company has four international subsidiaries and additional sales offices and distributes the products of more than 80 well-known manufacturers. The product range includes solutions in the areas of "Conference Room", "Education", "Digital Signage", "Broadcast" as well as "UCC and Collaboration" and supplies dealers, system integrators and architects with the optimal hardware and software for their requirements. A new and effective sales structure with fast order processing, consulting, professional support as well as project notifications and project price requests creates real added value for our customers. This is what our claim stands for: "Make extraordinary happen." Exertis Pro AV provides excellent service, direct solutions and builds long-term partnerships with its manufacturers and distributors. For more information, please visit the company's website at: <https://www.exertisproav.de/en/>

Image material for press release

[Key Visual](#)

[Exertis Pro AV Logo](#)

Press contact at Exertis Pro AV

Mike Hommel
Phone: +49 (0)7161 3000-250
mike.hommel@exertisproav.de

COMM-TEC GmbH Siemensstr. 14 D-73066 Uhingen www.exertisproav.de

This press release is approved for reprint. When publishing, we kindly ask for a short note to julia.kleemann@exertisproav.de or the receipt of a voucher copy.