BK Johannessen to give ISE 2023 Keynote

BK Johannessen, Unreal Engine Business Director for Broadcast and Live Events at Epic Games, has been confirmed as the keynote speaker at Integrated Systems Europe (ISE), the world-leading AV and systems integration show taking place at Fira Barcelona Gran Via, 31 Jan - 3 Feb 2023.

BK's keynote, entitled "All Paths Lead to Real-Time", takes place at 17:15 on Tuesday 31 January in the Conference Suite CC4.1. As industry after industry adopts real-time visualisation technology, Johannessen will discuss how content creators are taking innovations from the games industry and applying them to their projects, from cutting-edge, broadcast virtual production studios to real-time graphics for media & entertainment, live events, architecture, and more.

Mike Blackman, Managing Director of Integrated Systems Events, commented: "We are delighted to have secured BK Johannessen as our headline speaker. As audiences, customers and consumers return to something like a normal life, there is an insatiable demand for content on digital signage, live stages, videowalls,

experiential art and advertising, and virtual and VR experiences. The work that can be seen all over the world from creators using Unreal Engine is truly extraordinary and we cannot wait to hear more about it. It is a keynote session you do not want to miss – see you there in Barcelona."

BK Johannessen brings a deep understanding of the needs of professional live media content creators to every project. An experienced leader with extensive international experience in the computer software and media industries, he has supported top-tier broadcasters on all continents, helping them to achieve their creative visions and create engaging content. At ISE, BK will outline the importance of content creation in the systems integration ecosystem.

Developed by Epic Games, Unreal Engine is the world's most open and advanced real-time 3D creation tool, used for game development, linear film and television content creation, broadcast and live event production, architectural and automotive visualisation, training and simulation, and other real-time applications. Unreal Engine is used in industries beyond games and ProAV to create immersive experiences that awe and inspire. Register now for ISE 2023 to find out more.

For more information or to register for ISE 2023 visit the website below. Integrated Systems Europe, ISE 2023, will take place at Fira Barcelona Gran Via, 31 January - 3 February 2023.

www.iseurope.org