ISE Hackathon

In an era where technological advancements are rapidly reshaping industries, the demand for fresh, innovative minds has never been greater. Recognising this need within the pro AV and systems integration sectors, Integrated Systems Europe (ISE) launched the ISE Hackathon in 2025, an initiative designed to attract and nurture new talent for a dynamic, fast-evolving industry.

The ISE Hackathon brought together sixty talented university students who were selected as finalists from across Europe to solve real-world technology challenges in the field of audio-visual innovation, demonstrating the power of determination and teamwork. The competition featured three distinct challenge tracks: Sustainability, sponsored by Philips Professional Displays; Innovation, sponsored by EIT Culture & Creativity; and Cybersecurity, sponsored by Hikvision. Each track was designed to push the boundaries of creativity and critical thinking within the pro AV and systems integration industries. Participants were placed into teams and given a problem to solve from one of the three tracks, working closely with expert mentors from each sponsoring company. These mentors played a crucial role in helping students navigate technical challenges, resolve internal disagreements, and keep morale high, ensuring every team stayed focused and engaged.

Shaun Reardon, Principal Cybersecurity Consultant at DNV AS, played a pivotal role as a tribunal member of the Hackathon’s cybersecurity track, co-developing the cybersecurity challenge together with Hikvision. “The ISE Hackathon gave students an incredible opportunity to showcase their creativity, develop problem-solving

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skills, and collaborate with like-minded peers," explained Shaun. "Seeing young teams grow and achieve was truly inspiring. As well as shining a spotlight on industry stars of the future, I'm in no doubt that participating in the ISE Hackathon will open employment doors for these students."

Each team presented their solutions at ISE's Innovation Park Pitching Stage, with the winning teams announced at an awards ceremony on the final day of ISE. The winners received medals and trophies, recognition and networking opportunities, as well as unique experiences from sponsoring partners.

Mike Blackman, Managing Director of Integrated Systems Events, commented: "The inaugural ISE Hackathon was a resounding success and encompassed ISE's ethos in nurturing the next generation of AV pioneers. Thank you to our three sponsors, Philips Professional Displays, EIT Culture & Creativity and Hikvision. We invite more companies to join us in this drive to address the skills gap in the AV industry. By getting involved, companies can not only support the development of the next generation of AV professionals, but also gain access to fresh perspectives and innovative solutions. Together, we can build a stronger, more vibrant AV community."

The winning teams of the ISE 2025 Hackathon were:

- Sustainability Track: Thea Kjønstad Johnsen, Shiba Elise Pakzamir, Erik Heimstad Tangen, and Danilo Milicevic, representing Esade University, Barcelona
- Innovation Track: Nora Marthinsen, Kaja Jæger, Julia Conradsen and Helena Fossum, representing Esade and BI Norwegian Business School
- Cybersecurity Track: Anora Azimora, Elizaveta Earstova and Veronika Borysiuk, representing EU Business School

"Participation in the ISE Hackathon was great and gave us the perfect opportunity to find out about career paths, transitioning into the corporate world, and how to navigate life after university. I would encourage others to take part in the ISE Hackathon – it's a once-in-a-lifetime opportunity to push yourself, meet new people, and discover career possibilities. Even if you don't win, you'll walk away with valuable experience and a broader network." explained Danilo Milicevic, Sustainability Track winning team. "This experience has made me much more confident and open to new opportunities. Before the Hackathon, I had a rough idea of what I wanted to do, but now I realise that there are so many paths I hadn't even considered. Sometimes, what you end up doing isn't what you originally planned, and that's okay. This experience opened my eyes to possibilities I wouldn't have discovered otherwise."

The winning team from the Sustainability Track was invited to visit the sponsor, PPDS' headquarters in Amsterdam. This unique two-day programme gave the students a peek behind the curtain of a major industry brand and to learn more about the focus on sustainability and security across the portfolio of Philips

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Professional Displays.

“As well as sessions with our teams, we also discussed how careers can take shape – sometimes from surprising beginnings – and how the focus on sustainability and energy saving is shaping not just how we do business and how we build our products – it is challenging technical minds to dig deeper to break new ground” said Vicky Fox, Head of Global Communications for PPDS. “Our time with Thea, Shiba, Erik, and Danilo has been incredibly rewarding. We will be watching their careers developing with real interest, and we look forward to meeting next year’s teams at ISE 2026.”

The ISE Hackathon is more than just a competition – it’s a launchpad for innovation, learning, and real-world impact. Designed to inspire the next generation of talent in the AV and systems integration industries, the Hackathon offers students a unique opportunity to collaborate, solve real challenges, and gain invaluable exposure to industry leaders. It’s an experience that can build confidence, open doors, and ignite career-defining ambitions.

The ISE Hackathon will return at ISE 2026. To register your interest in participating, please click here. Deadline for entries is 15 October 2025.

www.iseurope.org

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