



Visit Biamp at ISE 2017 Stand 3-A75

Biamp Systems Shares Industry Expertise at ISE 2017

Sessions include navigating the show floor, the evolution of Ethernet, successfully communicating with IT, and understanding converged networks

BEAVERTON, Oregon — Jan. 31, 2017 — [Biamp Systems](#), a leading provider of innovative, networked media systems, has announced its speaking lineup for ISE 2017. Held Feb. 7-10 at the Amsterdam RAI Exhibition and Convention Centre in the Netherlands, these sessions are part of the InfoComm International® FastTrack, MasterClass courses, and conferences offered during the exhibition. Attendees can expect to gain a seasoned perspective to navigating the exhibition hall, understanding the evolution of Ethernet and IP for audio and video, managing IT customers, and insight into the impact of converged networks on pro AV.

ISE 2017 sessions include:

InfoComm FlashTrack

- **Explore the Floor**

Tuesday, Feb. 7, 10:30-10:50 a.m./Stand 13-N100

Tuesday, Feb. 8, 10 -10:20 a.m./Stand 13-N100

Led by L. William Nattress III, CTS-D, CTS-I, director of channel strategy – paging for Biamp Systems, this session will prevent attendees from feeling overwhelmed on the show floor. Nattress will provide attendees with tips and tricks to successfully navigate the trade show as to not miss any of the events, training, or exhibitors important to their business. Attendees can earn .5RU toward their CTS®, CTS-D, or CTS-I certification.

InfoComm MasterClass

- **AVB/TSN – The Evolution of Ethernet and IP for Audio, Video and Beyond**

Tuesday, Feb. 7, 10 a.m.-1 p.m./Room D203

Biamp Systems' Zach Snook, audio products manager, and Ben Wilmot, senior applications engineer, will participate in a panel identifying best practices for distributing time-sensitive audio, video, and control signals over an Ethernet network. The class will cover features, design considerations, and protocol definitions used in AVB/TSN. Attendees can earn 3RU toward their CTS, CTS-D, or CTS-I certification.

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- **Communicating With Your IT Customer**

Wednesday, Feb. 8, 2-5 p.m./Room D204

Biamp Systems' L. William Nattress III, CTS-D, CTS-I, director of channel strategy – paging and Michael Frank, sales development director for Eastern North America, will discuss the industry shift occurring as a majority of end customers responsible for an organization's AV solution now come from the IT world. They will address differing terminology between the two sectors that can lead to communication challenges and give attendees the tools they need to overcome this communication barrier. Attendees can earn 3RU toward their CTS, CTS-D, or CTS-I certification.

InfoComm FlashTrack

- **Converged Networks and What This Means to Pro AV**

Friday, Feb. 10, 11-11:20 a.m./Stand 13-N100

Graeme Harrison, executive vice president of marketing at Biamp Systems, will provide expert insight into how the pro AV industry is currently evolving and ways to deliver on the needs and expectations of IT around the network. He will define the term “converged network,” bringing new understanding to what it really means and how it impacts the pro AV industry, including the effects on the design and implementation of networked AV solutions. Attendees can earn .5RU toward their CTS, CTS-D, or CTS-I certification.

CEDIA/InfoComm Conference

- **CYBERSECURITY: How to Help Your Customers Understand, Mitigate, and Respond to Threats**

Friday, Feb. 10, 10 a.m.-1 p.m./Room G106

L. William Nattress III, CTS-D, CTS-I, director of channel strategy – paging for Biamp Systems, will participate in a panel and provide personal experiences on how to help your small-to-medium sized customers understand, plan, and respond to cyber security threats. Attendees can earn 3RU toward their CTS, CTS-D, or CTS-I certification.

More information about the ISE program is available at www.iseurope.org; additional information on Biamp's full product portfolio is available at www.biamp.com.

More...

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About Biamp Systems

Biamp Systems is a leading provider of innovative, networked media systems that power the world's most sophisticated audio/video installations. The company is recognized worldwide for delivering high-quality products and backing each one with a commitment to exceptional customer service.

Recipient of the Frost & Sullivan 2015 Global Installed Audio Conferencing Enabling Technology Leadership Award, Biamp® is dedicated to creating products that drive the evolution of communication through sound. The award-winning Biamp product suite includes: Tesira® media system for digital audio and video networking, Audia® digital audio platform, Nexia® digital signal processors, Oreno® mobile control software for Tesira-equipped rooms, Devio® collaboration tool for modern workplaces, and Vocia® networked public address and voice evacuation system. Each has its own specific feature set that can be customized and integrated in a wide range of applications, including corporate boardrooms, conference centers, huddle rooms, performing arts venues, courtrooms, hospitals, transportation hubs, campuses, and multi-building facilities.

Founded in 1976, Biamp is headquartered in Beaverton, Oregon, USA, with additional engineering operations in Brisbane, Australia, and Rochester, New York. For more information on Biamp, please visit www.biamp.com.

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