



## Dutch Artist, Innovator to Headline TIDE at ISE 2018

Daan Roosegaarde, an internationally acclaimed creative thinker and founder of Studio Roosegaarde, which develops projects that explore the relationship between people, technology, and space, will keynote the TIDE conference at Integrated Systems Europe (ISE) 2018.

Set for February 5 at Hotel Okura Amsterdam, the day before the ISE show floor opens, TIDE (Technology. Innovation. Design. Experience.) explores the creative forces shaping the AV industry and how AV businesses can benefit from these concepts. The Amsterdam conference will focus on design thinking, bringing together designers, brand marketers, content creators, systems integrators, live events producers, and end users to share their different perspectives. These innovators will demonstrate the results and experiences that come from taking a closer look at the role design plays in business.

"After a successful debut at InfoComm 2017 in Orlando, we're thrilled to bring TIDE to ISE," said Dan Goldstein, senior vice president of marketing and communications, AVIXA. "TIDE is a great forum for gaining a fresh viewpoint on the possibilities of AV technology. The conference will help contextualize the technology that people will see while they walk the ISE trade show floor. TIDE's innovative speakers will show how organizations are pushing the limits of technology to deliver extraordinary business results."

The opening keynote will be followed by a series of fast-paced talks and panel discussions, breakout sessions and workshops, and networking opportunities. TIDE will conclude with a closing keynote speaker, soon to be announced, followed by a cocktail reception.

## DSF Announces 2018 Board of Directors

The Digital Signage Federation (DSF) announced the election of its new 2018 board of directors. Rich Ventura, VP of strategy for NEC Display Solutions, will be serving a second year as chair; continuing in the vice chair role will be Spencer Graham, Real Digital Media. Jeff Kent, Cineplex and Brian McClimans, Peerless-AV have been elected by the board to serve as secretary and treasurer, respectively. Len Dudis, Grupo Vidanta who is currently serving as secretary, has been elected to the newly created executive committee role, director of marketing.

Staying on the board of directors to serve a second two-year term are: Ryan Cahoy, Rise Vision; Paul Fleuranges, MTA/NYC Transit; Sheldon Silverman, SmartBomb Media Group; and Sandi Stambaugh, SYNEX Corporation. Newly elected at-large board members who will be starting their first two-year term in January are: Laura Cison, GFX International; Stephanie Gutnik, BroadSign; and Dave Haynes, Sixteen:Nine

"We are thankful for all our members who participated in the recent election," said Ventura. "The DSF is setting an aggressive course to support its members and meet the collective needs of our industry. New committee structures are being put into place; I encourage anyone wishing to serve on a committee to contact the DSF office about their interest."

## Industry Associations Join Forces for PASS Act

After a yearlong effort led by NSCA, the Security Industry Association (SIA), the Consumer Technology Association (CTA), and other industry associations, Congress presented a bill to enact the Power and Security Systems (PASS) Act (S. 190). This bill provides an important provision that is critical to the operation of security and fire alarm systems in regard to federal energy-efficiency requirements.

The PASS Act extends a U.S. Department of Energy policy exempting security and life-safety external power supplies (EPSs) from having to meet a "no-load mode" energy-efficiency standard, due to the fact these products are always connected and in active mode by design.

The new law, which took effect on November 2, 2017, removes the July 1, 2017, expiration date on the no-load exemption for security and life-safety products, and authorizes the U.S. Department of Energy to retain this common-sense provision in any future updates to energy-efficiency standards that govern external power supplies.

Without the exemption, security manufacturers would have been forced to redesign power supplies and retool manufacturing processes, increasing production costs by 200 to 300 percent, according to industry estimates.

The bill's passage is a great example of how industry engagement, and coming together as a single voice, can affect change with public policy issues. To keep track of other legislation that may affect our industry, get updates at [www.nasca.org](http://www.nasca.org).

## AVIXA to Offer Professional Development at ISE 2018

AVIXA will offer a comprehensive professional development program at ISE 2018, featuring a variety of education sessions, partner conferences, and free FlashTrack sessions. Attendees can select from four distinct tracks: User Experience, AV/IT, Design, or Emerging Trends.

AVIXA's free 20-minute FlashTracks sessions will be hosted at its stand (13-N110) all four days of the show. The FlashTracks, designed for AV professionals of all experience levels, will focus on industry hot topics like interactive digital experiences, 4K, and the user experience.

## NSCA Hosts Free Leadership Webinar

NSCA, in conjunction with Insperty, is offering a free webinar titled "Encouraging Effective Everyday Leadership." The webinar will teach attendees to empower employees to take advantage of leadership opportunities, leading to smooth-running organizations and increased customer satisfaction. To register, visit [www.nasca.org/webinars](http://www.nasca.org/webinars).