

VERREX INSIDERS

ISE 2025



Verrex at ISE 2025: Key Insights and Takeaways from Our Team

By Bill Chamberlin, Ben Dandola-Grubb, and
Bart Lyons

ISE 2025 in Barcelona was an exciting showcase of the latest AV innovations, industry trends, and networking opportunities. Our Verrex team was on the ground, experiencing firsthand how technology is evolving and what it means for AV integrators. We spoke with each member of our team—**Bill Chamberlin (VP of Global Sales & Marketing)**, **Ben Dandola-Grubb (Assistant VP of Engineering Services)**, and **Bart Lyons (Project Engineer, UK)**—to get their perspectives on the event.



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Business & Market Trends

Insights from Bill Chamberlin, VP of Global Sales & Marketing

Q: What were your key takeaways regarding industry trends and market direction?

Bill: One central theme that emerged was the power of partnerships—collaborations between manufacturers, service providers, and integrators are becoming more critical than ever. This trend reassures us of the industry's collaborative nature and the strength that comes from working together. Another hot topic was **supply chain resilience**, with companies taking steps to avoid future disruptions, especially in light of geopolitical uncertainties and potential tariffs. These steps include manufacturers focusing on diversifying their production locations to mitigate risks. Many have also redesigned hardware to eliminate reliance on single-source chips and components. Interestingly, there was also a noticeable **lack of concern about an imminent recession**. Of course, **AI** was also a significant talking point, particularly its role in **audio, cameras, and business process automation**.

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Q: Were there any standout product innovations that will impact the AV industry?

Bill: Rather than show-stopping innovations, I saw a more mature development of previous innovations focusing on specific use cases and solutions.

Q: How do you see the role of AV integrators evolving?

Bill: Integrators must continue to evolve as solution partners and knowledge experts, not just product installers. There's a strong need for expanded expertise beyond traditional AV—**understanding Microsoft platforms, security, and network setup is critical for success.**

Q: How was the overall energy and engagement at ISE 2025 compared to previous years?

Bill: The energy was incredible! There was **positive engagement across various markets and regions**, with strong momentum in the industry.



Technology & System Design

Insights from Ben, AVP of Engineering Services

Q: What were the most impressive technologies at ISE 2025?

Ben: AI was everywhere, particularly in **automated camera-switching solutions using ceiling microphones that provide X, Y, and Z coordinates**. While **Modus VR** is the ultimate tool for simulating a complete AV system as a pre-sales tool, manufacturers such as **Logitech** now offer their own version of room modeling (**Logitech Room Configurator**). While not critical for system designers who understand the ramifications of incorrect camera placement, these tools can be used by AV Integrators to help clients in their decision-making process.

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Q: How do these innovations align with current AV system design principles?

Ben: The rise of proprietary device management platforms is shaping how AV systems are designed. Comprehensive device management can be achieved by aggregating information from disparate solutions into an **integrated device management platform**. This evolves the **entire AV design ethos** as the industry has traditionally designed individual systems or a range of standard systems for clients without considering how to manage and service the systems remotely. Now, centralized management tools for remote monitoring and troubleshooting are essential for large deployments, and companies are moving away from manual troubleshooting and truck rolls and toward proactive fault detection and remote issue resolution.

Q: How do you see AI and machine learning influence AV design?

Ben: AI-driven tools like **XTEN-AV** could change how we approach design. At ISE, they introduced **automated wiring diagram generation**, claiming 90% accuracy. It will be interesting to see how adopting products like these will change today's system design practices.

Q: What were the most significant technical pain points discussed?

Ben: **Networking can be a hurdle**, though it's been a basic requirement for all AV integration for a while. **Netgear** is the leading choice of network switch for AV integrators, and AV hardware manufacturers too. Netgear stated they partner with over **370 AV manufacturers** to ensure seamless interoperability of complete systems.

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Project Execution & Hands-On Innovation

Insights from Bart Lyons, Project Engineer, UK

Q: What were the most practical, real-world innovations for installation and execution?

Bart: Integrating remote management software with OEM platforms is a big step forward. It makes monitoring and maintenance much more straightforward, reducing the need for physical troubleshooting involving site visits.

Q: Are there any notable advancements in cabling and connectivity?

Bart: Not all cables are the same; many manufacturers are focusing on **reliable USB-C cables**, which is crucial given the increasing demand for **scalable and flexible USB connectivity** in meeting rooms, giving users all-in-one, reliable connections for audio/video and device charging.

Q: How are manufacturers improving hardware scalability and deployment?

Bart: There were **good solutions for overcoming USB distance limitations and device count challenges**, making it easier to scale USB connectivity and provide more flexibility in meeting rooms. Advancements in AV over IP now more easily facilitate demanding applications in complex workspaces for simple end user experiences and easier integration and management.

Q: Were there any surprising or particularly useful product demos?

Bart: A Korean marketing company demonstrated **AI-driven people tracking and analysis of audience engagement**. This enables creators to customize their content, delivery and timing for more personal experiences. This data also unlocks the potential for serviceability and monitoring systems in real-time, saving clients time and money—**AI in real-world action was fascinating**.



Final Thoughts & Looking Ahead

ISE 2025 showcased a rapidly evolving industry, with **AI, remote management, interoperability, and partnerships** driving the next wave of innovation. From **business development opportunities** to **technical advancements** that streamline system design and execution, our team at Verrex has gained valuable insights to help shape our future projects and strategies for our clients globally.