# Qbic prepares for ISE 2025 with innovative workplace solutions



As the Integrated Systems Europe (ISE) 2025 event approaches, many leading manufacturers are preparing to showcase their latest innovations in workplace technology. One notable participant is Qbic, represented by Jeremy Juan, the marketing director. Speaking about their participation in ISE, Juan highlighted the company's mission: "We’re here to showcase comprehensive solutions, not just individual products, that truly address the evolving demands of the modern workplace." The event, taking place in Barcelona, aims to offer a platform for companies to demonstrate how technology can transform work environments.

Qbic’s focus at ISE 2025 is particularly centred on **space management, digital signage, and ProAV technology**. Juan elaborated on the significance of the event for Qbic, noting, "a key aspect of our participation is to support our valued software partners by demonstrating the seamless integration of our hardware with their platforms." This integration is intended to enhance user experiences, which are increasingly crucial in today's shifting workplace dynamics.

**Emerging trends** that are expected to feature prominently at ISE include an intensified focus on optimising workplace experiences amid the complexities of hybrid work. Juan mentioned, “the demand for solutions that boost productivity, engagement, and well-being will continue to rise.” To address these needs, Qbic positions itself as offering user-friendly, flexible solutions tailored to the unique pain points businesses face when managing hybrid environments. The transition from merely enabling hybrid work to optimising it is seen as pivotal.

Qbic is set to present innovative products, including the **TDD-1000 BookBuddy Connect**—an advanced desk booking docking station that aims to redefine workspace interaction by allowing users to book desks easily and connect devices effortlessly. This new system is intended to create a personalised workspace experience tailored to the needs of each user, thereby encouraging more productive work habits.

In addition to the BookBuddy, Qbic will also showcase its new **ProAV line** of solutions, which includes the **AVE-100 encoder**, **AVD-100 decoder**, **AVC-100 controller**, and **AVS-100 seamless matrix switcher**. These components work collectively to form a comprehensive ecosystem designed for professional audio-visual setups, ensuring high-quality content delivery and user flexibility.

Juan also touched on Qbic’s broader global strategy outside ISE. The company is deepening its market presence in regions such as the Middle East and Southeast Asia, where it seeks to build **strategic partnerships**. He stated, “our approach is to establish robust, collaborative relationships with local experts, enabling us to deliver tailored solutions that precisely address the unique needs of each market." This move aims to foster a valuable network supporting customers’ needs within various international markets.

Attendees of ISE 2025 are invited to visit Qbic’s booth, which is poised to be vibrant with product launches and collaborations with key partners such as Door Tablet and Fischer & Kerrn. The booth will include a demo island featuring synergistic solutions that interact with platforms from major brands like Sony and Ricoh, providing attendees with a tangible experience of Qbic’s innovations.

As the event draws nearer, Qbic looks forward to not just showcasing technological advancements, but also engaging in dialogues around the future of workplace technology. “We believe in the transformative power of collaboration and the vital role of open dialogue,” Juan concluded, extending an invitation to all attendees to explore opportunities that can reshape modern workspaces.

Source: [Noah Wire Services](https://www.noahwire.com)

## References

* <https://www.iseurope.org/> - This URL provides information about the Integrated Systems Europe (ISE) event, which is mentioned in the article as a platform for companies to showcase their innovations in workplace technology.
* <https://www.qbic.com/> - This link would provide information about Qbic, the company highlighted in the article for its participation in ISE 2025, focusing on space management, digital signage, and ProAV technology.
* <https://www.noahwire.com> - This is the source of the article, providing context and details about Qbic's participation in ISE 2025.
* <https://www.fira-barcelona.com/en/venues/gran-via> - This URL offers details about the Fira de Barcelona Gran Via, the venue for ISE 2025, where Qbic and other companies will showcase their innovations.
* <https://www.door-tablet.com/> - This link is related to Door Tablet, one of Qbic's key partners mentioned in the article, highlighting their collaboration at ISE 2025.
* <https://www.fischer-kerrn.com/> - This URL would provide information about Fischer & Kerrn, another partner of Qbic mentioned in the context of ISE 2025.
* <https://www.sony.com/en> - This link is relevant to Sony, one of the major brands whose platforms will interact with Qbic's solutions at ISE 2025.
* <https://www.ricoh.com/> - This URL provides information about Ricoh, another major brand involved in the synergistic solutions showcased by Qbic at ISE 2025.
* <https://www.middleeastbusinessnews.com/> - This link offers insights into the Middle East market, where Qbic is expanding its presence through strategic partnerships.