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IntegraTEC 2024: Academic Congress that Analyzes the Future of Technological Integration in Mexico

Mexico City, [08/02/2024]

Mexico City is preparing to welcome technology leaders at IntegraTEC 2024, **an academic congress that will take place on August 14 and 15**. This event has established itself as an essential event for technology integrators throughout Latin America, offering a space where the most innovative trends will be analyzed and crucial knowledge for the future of the industry will be shared.

One of the pillars of IntegraTEC 2024 will be **innovation in lighting and control technology**. The importance of this topic lies in its ability to transform our environments, making them more efficient, sustainable and adaptable to our needs. Experts such as Elena Mendez, Rossana Guerrero and Jaritzi Esparza will share their visions on emerging technologies in this field. **These technologies not only improve energy efficiency, but also offer new creative possibilities in the design of spaces**, allowing personalized configurations that can change depending on the time of day, the activity being carried out or the preferences of users.

Building and real estate development automation is another crucial topic that will be addressed. In a world where sustainability and efficiency are increasingly important, automation is presented as an indispensable solution. Davi Schlossmacher of Som Maior will explain how automation technology not only adds value and comfort, but also significantly improves efficiency in the management of large real estate projects. **From the automation of lighting and air conditioning systems to the management of security and access**, these technologies are redefining the way modern buildings are designed and operated.

In the field of audio and communication technology, the DANTE platform will be a central theme. Alejandro Peralta Almaguer of Audinate/DANTE will present this

revolutionary audio platform, which is changing the way audio professionals design and manage their systems. DANTE technology **allows the transmission of high-quality audio over IP networks**, offering unprecedented flexibility and scalability. This is especially relevant in applications such as education, live events and corporate facilities, where audio quality and ease of management are essential.

The future of work is another topic of great relevance that will be discussed at IntegraTEC 2024. The COVID-19 pandemic has accelerated the **adoption of remote and hybrid work models**, and now companies are looking for ways to optimize these approaches for the long term. IMCCA and Crestron will present their research and solutions on how companies can adapt to these new models of work, optimizing productivity and employee well-being. Technological solutions for remote work include video conferencing and collaboration platforms to advanced project management and data analysis tools.

The security of public infrastructure is another important focus of the congress. Mauricio Agudelo of D&I Audio-Magocad Mexico will address the implementation of PAVA (Public Address and Voice Alarm) systems and acoustic design, essential elements for the effective management of emergencies in places of high attendance. The importance of these systems lies in their ability to provide clear and audible instructions during emergency situations, helping to prevent panic and evacuate people safely and orderly. In addition, **advances in acoustic design** are allowing these systems to be more effective and less intrusive in the everyday environment.

Artificial intelligence (AI) in the broadcast and audiovisual industry will be another of the central themes of the congress. AI is transforming all aspects of content production and distribution, from the automation of repetitive tasks to the improvement of content quality through advanced analysis and editing techniques. Alejandro Aguilar, Humberto González and Guillermo Dávila will explore how AI is improving workflows in media production, allowing industry professionals to be more efficient and creative. Gonzalo Gamio of Sony and Rubén Álvarez of Shure will provide **insights on how the integration of AI in audiovisual production and microphone selection can elevate the quality of the content created.**

The digital transformation in the data center sector is an issue that cannot be overlooked. Data centers are the heart of modern digital infrastructure, providing the resources needed for a wide range of digital services. Amet Novillo, president of MEXDC, will discuss the opportunities and prospects for system integrators in this area. Investment in data centers not only generates direct and indirect jobs, but also stimulates demand for digital and related services, including energy and construction, and attracts capital from related industries.

IntegraTEC 2024 is not just a congress, but a **comprehensive platform for learning, collaboration and innovation**. With a robust academic program and the participation of prominent speakers, this event is essential for those seeking to understand and take advantage of the opportunities offered by the future of technology in Latin America. Attendees will have the opportunity to make valuable connections, discover new technological solutions and participate in discussions that will define industry trends in the coming years.

LatinPress, organizer of IntegraTEC 2024, has demonstrated a continuous commitment to excellence in organizing events for technology integrators in Latin America. This congress has become a benchmark, offering a space for the exchange of knowledge and experiences that drive the technological future of the region. See you at the biggest technology event!

IntegraTEC 2024 promises to be a milestone in the calendar of technological events in the region, providing a comprehensive overview of the innovations that are redefining the industry and offering professionals in the sector the tools and knowledge necessary to lead in an increasingly digital and connected world.