

MIR
MULTIMEDIA
INTEGRATION
EXPO

The Future of AudioVisual and Entertainment Technology

12—14.04.26

RIMINI
EXPO CENTRE

Organized by

ITALIAN EXHIBITION GROUP
Providing the future



MIR – MULTIMEDIA INTEGRATION EXPO

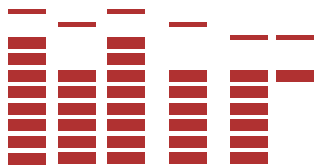
MIR è l'unico evento di riferimento in Italia dedicato alle tecnologie e ai servizi audio, video e luci per i settori corporate, education, museale, retail, broadcast ed eventi live.

MIR è innovazione tecnologica, live testing, percorsi esperienziali e immersivi, formazione e intrattenimento.

MIR is the only benchmark event in Italy dedicated to audio, video, and lighting technologies and services for the corporate, education, museum, retail, broadcast, and live event sectors.

MIR stands for technological innovation, live testing, immersive and experiential pathways, professional training, and entertainment.

MIR: The Future of AudioVisual and Entertainment Technology

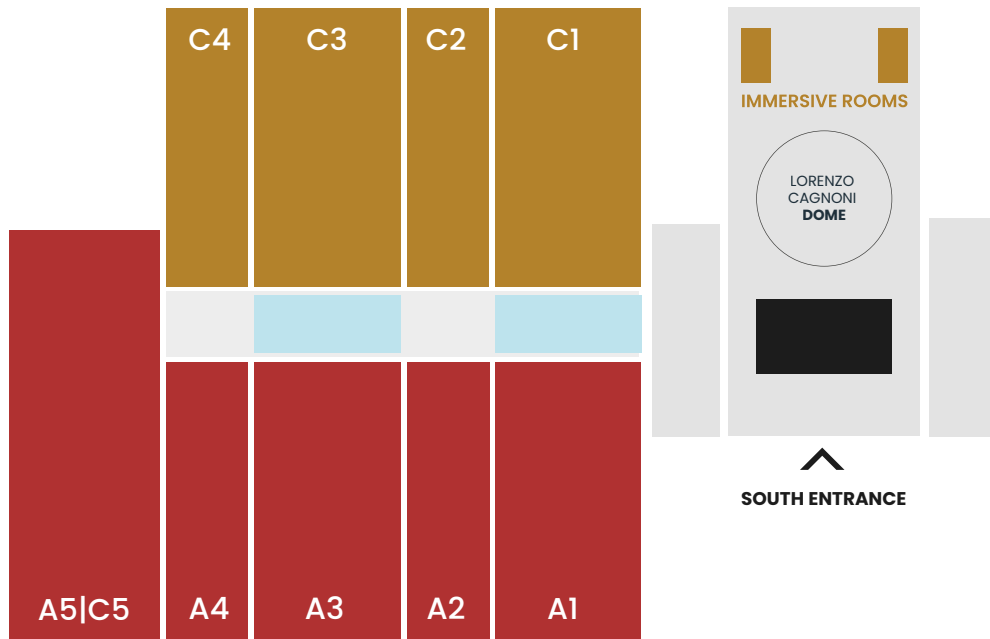


MIR MULTIMEDIA INTEGRATION EXPO

LAYOUT 2026

LEGENDA

-  MIR
-  LIVE YOU PLAY
-  MIR CLUB



Park FS

SOUND POWER



RIMINI FIERA
RAILWAY STATION

SETTORI MERCEOLOGICI_PRODUCT SECTORS

Tutte le tecnologie in un unico evento. Dall'audio al video, dalla luce al controllo: soluzioni professionali per eventi, spazi pubblici e ambienti corporate.

All technologies under one roof. From audio to video, from lighting to control: professional solutions for events, public spaces, and corporate environments.



AUDIO

Sistemi audio professionali: diffusione sonora, DSP, mixer e microfoni.

Professional audio systems: loudspeakers, DSPs, mixers, and microphones.



VIDEO

Display, videoproiettori, LED wall e soluzioni per visual multimediale.

Displays, video projectors, LED walls, and multimedia visual solutions.



LIGHTING

Luci sceniche, LED, proiettori intelligenti e console per il lighting design.

Stage lighting, LEDs, intelligent fixtures, and lighting design consoles.



CONTROL

Sistemi per il controllo centralizzato di audio, video, luci ed effetti.

Systems for centralised control of audio, video, lighting, and effects.



BROADCAST

Soluzioni per ripresa, regia, streaming e post produzione audiovisiva.

Solutions for filming, live production, streaming, and audiovisual post-production.



STAGING

Palchi, truss, rigging e strutture modulari per eventi e installazioni.

Stages, trusses, rigging, and modular structures for events and installations.



IMMERSIVE SOLUTIONS

Tecnologie immersive, laser, interattività e ambienti multisensoriali.

Immersive technologies, lasers, interactivity, and multisensory environments.



DJING

Console, controller, mixer e software per DJ e live performance.

DJ consoles, controllers, mixers, and software for DJ sets and live performances.

AREE SPECIALI_SPECIAL AREAS

Spazi attivi, immersivi e progettati per far vivere la tecnologia dal vivo. Ogni soluzione si prova sul campo, tra demo live, palchi reali e confronto diretto con i professionisti del settore.

Dynamic, immersive spaces designed to experience technology in action. Every solution is tested in the field—through live demos, real stages, and direct interaction with industry professionals.



Un format esperienziale con palchi da concerto attivi e ambienti immersivi, per vivere la tecnologia in scena.

An experiential format with live concert stages and immersive environments, bringing technology to life on stage.



BROADCAST PRODUCTION

La nuova area dedicata al settore Media e Broadcast, con demo live e tecnologie in azione.

The new area dedicated to the Media & Broadcast sector, with live demos and tech in action.



SYSTEM INTEGRATION

L'area dedicata alla system integration con un focus su soluzioni per workspace e retail.

A space focused on system integration, with a spotlight on workspace and retail solutions.



MIR CLUB

Un hub per addetti ai lavori e music maker.

A hub for industry professionals and music makers.

LIVE YOU PLAY

Live You Play è il format che porta il live show al centro della fiera. Il palco non si guarda: si attraversa, si ascolta, si studia.

Ogni elemento è reale, in funzione, installato come in un concerto vero, per conoscere i segreti e i punti di forza di tutte le apparecchiature.

Tecnici, operatori, fonici e progettisti possono analizzare ogni dettaglio: dalle strutture ai sistemi audio, dalle luci ai video.

Live You Play is the format that brings the live show to the heart of the expo. This is not a stage to watch — it's a space to walk through, listen to, and explore.

Every element is real, fully operational, and installed just like at an actual concert, allowing visitors to understand the strengths and secrets of every piece of equipment.

Technicians, operators, sound engineers, and designers can examine every detail—from structures and audio systems to lighting and video.



PALCHI REALI IN FUNZIONE

Palchi allestiti dove ogni tecnologia è accesa e integrata. Luci, audio, video e strutture sono visibili, testabili e accompagnati da performance live per mostrare il risultato finale.

FULLY FUNCTIONAL STAGES

Live stages set up with all technologies switched on and fully integrated. Lighting, audio, video, and structures are visible, testable, and enhanced by live performances to showcase the final result.



LIVE YOU PLAY

SALE IMMERSIVE

Sale demo progettate per far vivere l'audio immersivo in tutte le sue sfumature. Esperienze multidimensionali, ascolti guidati, confronto diretto con i tecnici.

IMMERSIVE ROOMS

Dedicated demo rooms built to deliver the full experience of immersive audio. Multidimensional soundscapes, guided listening sessions, and direct dialogue with technicians.



LIVE YOU PLAY

SOUND POWER

Un'area esterna pensata per l'ascolto ad alta pressione sonora. Puoi testare e valutare fino in fondo le potenzialità degli impianti audio dei migliori marchi.

SOUND POWER

An outdoor area designed for high sound pressure listening. You can test and evaluate the full performance of audio systems from top brands.

BROADCAST PRODUCTION

Broadcast Production è l'hub dove le tecnologie si integrano e diventano soluzioni concrete per chi lavora ogni giorno tra sport, eventi live, streaming e corporate.

Telecamere cinematografiche, regie mobili, sistemi PTZ, piattaforme cloud: ogni tecnologia è inserita in un workflow attivo, pronto da testare e dimostrare. Il cuore pulsante del futuro Broadcast e Media, dove le soluzioni diventano operative.

Broadcast Production is the hub where technologies converge and become real-world solutions for professionals working across sports, live events, streaming, and corporate communication.

From cinematic cameras and mobile production units to PTZ systems and cloud platforms –every technology is embedded in a fully operational workflow, ready to be tested and demonstrated. The beating heart of the future of Broadcast and Media, where solutions go live.



TECNOLOGIE ATTIVE

Telecamere con grande sensore, sistemi PTZ AI, encoder, SaaS, AV-over-IP, codec ottimizzati. Tutto acceso, funzionante, pronto da provare con tecnici al fianco.

ACTIVE TECHNOLOGIES

This is where you step in and experience cutting-edge technologies first-hand: every device is up and running, designed to unlock the full potential of any environment.



BROADCAST PRODUCTION

DEMO LIVE

Workflow reali, demo tecniche e case study pratici. Testa integrazioni, scopri soluzioni, parla con chi usa le tecnologie.

LIVE DEMO

Real-world workflows, technical demos, and practical case studies. This is where integrations are tested, solutions discovered, and conversations happen with those who use the technology.



BROADCAST PRODUCTION

NETWORKING UTILE

Parla con fonici, registi, integratori, tecnici broadcast. Confrontati, chiedi e trova spunti per il tuo prossimo progetto. I contatti diventano collaborazioni.

MEANINGFUL NETWORKING

Meet sound engineers, directors, system integrators, and broadcast technicians. Exchange ideas, ask questions, and find inspiration for your next project. Connections turn into collaborations.

SYSTEM INTEGRATION

Un hub progettato per mostrare come l'integrazione tecnologica migliori la comunicazione e l'esperienza in contesti professionali concreti: corporate, retail, hospitality, education e musei. In collaborazione con SIEC e i principali brand del settore, qui la tecnologia non si osserva: si sperimenta.

Display interattivi, ledwall, sistemi BYOM, soluzioni di videoconferenza e controllo integrato sono attivi, testabili, configurabili in tempo reale. Esporre in quest'area significa presentare use case concreti, dialogare con system integrator, progettisti e decision maker, e posizionarsi come partner strategico per l'evoluzione digitale degli spazi.

A dedicated hub designed to showcase how integrated technologies enhance communication and user experience across real-world professional settings: corporate, retail, hospitality, education, and museums. Developed in collaboration with SIEC—the Italian Systems Integration Association—and leading industry brands, this is not a space for passive observation—it's a hands-on experience.

Interactive displays, LED walls, BYOM systems, video conferencing solutions, and integrated control systems are live, testable, and fully configurable in real time. Exhibiting in this area means presenting real use cases, engaging directly with system integrators, designers, and decision-makers, and positioning your brand as a strategic partner in the digital transformation of spaces.



TECNOLOGIE

Entra e sperimenta la tecnologia più all'avanguardia: ogni dispositivo è operativo e funzionante, pensato per far emergere il potenziale del proprio ambiente.

TECHNOLOGIES

Step in and experience cutting-edge technologies first-hand: every device is up and running, designed to unlock the full potential of any environment.

MIR

MULTIMEDIA INTEGRATION EXPO

23 > 25

march 2025

Rimini Expo Centre

TECH ARENA



SYSTEM INTEGRATION

EVENTI FORMATIVI

Eventi, workshop e keynote che aggiornano sulle ultime tendenze e soluzioni che stanno rivoluzionando l'ambito corporate, retail, museale, hospitality ed educational.

TRAINING EVENTS

Talks, workshops, and keynotes offering insights into the latest trends and solutions that are reshaping the corporate, retail, museum, hospitality, and education sectors.



SYSTEM INTEGRATION

NETWORKING

Spazio di incontro e condivisione di sfide, best practice e collaborazioni strategiche. È lo spazio ideale per costruire relazioni durevoli.

NETWORKING

A space for sharing challenges, best practices, and strategic collaborations. The ideal environment for building long-term professional relationships.

MIR CLUB

Un'area immersiva e attiva, dedicata a DJ, producer, tecnici audio e operatori del settore. Non uno showroom, ma un ambiente reale dove le tecnologie si provano, si ascoltano, si confrontano direttamente con il pubblico professionale.

In collaborazione con DJ Mag Italia, MIR Club attrae artisti, brand, buyer e addetti ai lavori del mondo clubbing: una piattaforma strategica per chi desidera entrare o rafforzarsi nel mercato europeo della musica elettronica.

An immersive, dynamic area dedicated to DJs, producers, sound engineers, and industry professionals. Not a showroom, but a real-world environment where technologies are tested, heard, and directly compared —live and in action.

In collaboration with DJ Mag Italia, MIR Club attracts artists, brands, buyers, and key players from the clubbing world: a strategic platform for those looking to enter or grow within the European electronic music market.



AREA ESPOSITIVA

Stand originali dove i migliori brand di tecnologia e accessori per la musica elettronica mettono in mostra le ultime novità.

EXHIBITION AREA

Creative stands where top brands in electronic music technology and accessories showcase their latest innovations.



MIR CLUB

EXPERIENCE ARENA

Per provare dal vivo le tecnologie hardware, software e gli accessori per DJ e producer nella più vasta esposizione di consolle a libero accesso (e utilizzo) mai realizzata in Italia prima d'ora.

EXPERIENCE ARENA

A hands-on playground for DJs and producers to try out the latest hardware, software, and gear —featuring the largest open-access DJ console display ever hosted in Italy.



MIR CLUB

I GRANDI EVENTI

Workshop, talk e incontri esclusivi con artisti, label, tecnici e content creator. Un palinsesto di eventi per confrontarsi, ottenere feedback reali e costruire connessioni.

FLAGSHIP EVENTS

Workshops, talks, and exclusive meetups with artists, labels, technicians, and content creators. A curated schedule of events for real feedback, industry insights, and meaningful connections.their latest innovations.

MIR IN NUMERI_MIR BY NUMBERS

3

GIORNI DI BUSINESS,
EXPERIENCE ED EVENTI
DAYS OF BUSINESS,
EXPERIENCE & EVENTS

40K

MQ DI SUPERFICIE
OCCUPATA
SQM

+200

BRANDS

8

PADIGLIONI
PAVILIONS

+30%

VISITE / VISITS
RISPETTO A MIR 2024
COMPARED TO MIR 2024

11.632

VISITATORI
PROFILATI
PROFIED
OPERATORS

+40

EVENTI
EVENTS

3

SALE IMMERSIVE
IMMERSIVE ROOMS

42

SESSIONI DEMO
DEMO SESSIONS

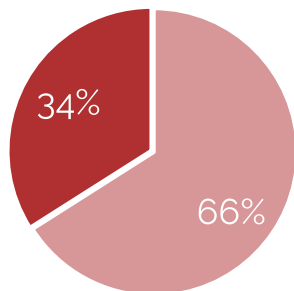
5

PALCHI LIVE
LIVE STAGES

ANALISI DEI VISITATORI_ATTENDEE ANALYSIS

TIPOLOGIA AUDIENCE

PUBBLICO
GENERAL PUBLIC

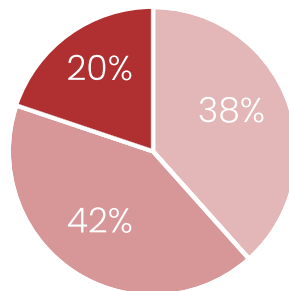


OPERATORE PROFESSIONALE
TRADE PROFESSIONALS

VISITE PER GIORNATA VISITS PER DAY

MARTEDÌ
TUESDAY

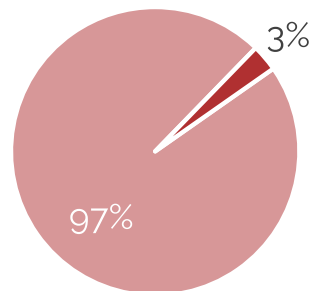
DOMENICA
SUNDAY



LUNEDÌ
MONDAY

PROVENIENZA COUNTRY OF ORIGIN

ESTERO
ABROAD

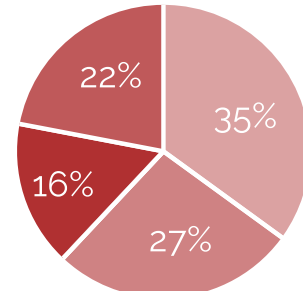


ITALIA
ITALY

FOCUS ITALIA FOCUS ON ITALY

SUD
SOUTH

NORD EST
NORTH EAST

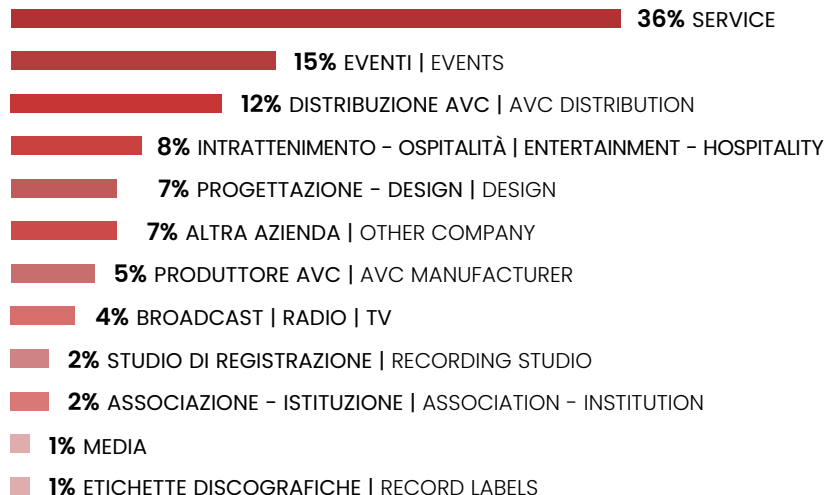


NORD OVEST
NORTH-WEST

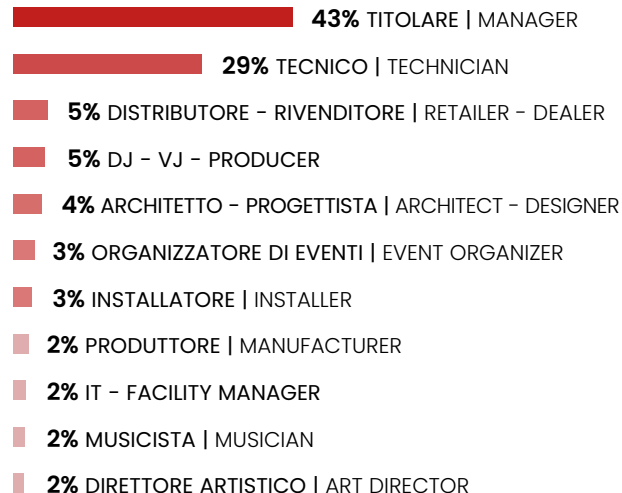
CENTRO
CENTRE

ANALISI DEI VISITATORI_ATTENDEE ANALYSIS

FOCUS ON INDUSTRY



PROFILO PROFESSIONALE PROFESSIONAL PROFILES



MEDIA NETWORK



17.5K
Followers



6.8K
Followers



926
Followers



77K
UUU Monthly/Website
Exhibition period

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