



**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

[mirtechexpo.com](http://mirtechexpo.com)



Focus Area



**AV  
CONNECT**  
Powered by MIR



# 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.

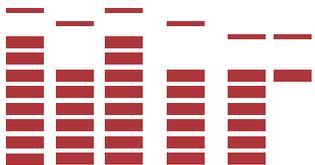
MIR è innovazione tecnologica, live testing, percorsi esperienziali e immersivi, formazione e intrattenimento.

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.

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MIR: The Future of AudioVisual and Entertainment Technology

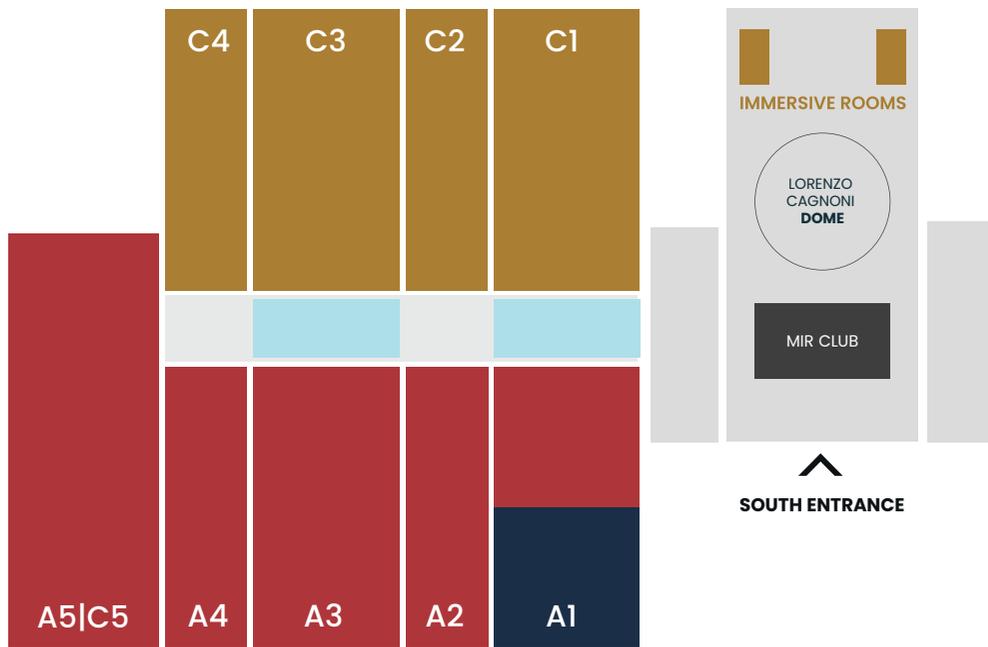


# MIR MULTIMEDIA INTEGRATION EXPO

# LAYOUT 2026

## LEGENDA

-  MIR
-  AV CONNECT
-  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.

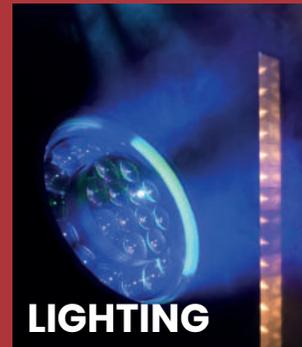
Professional audio systems: loudspeakers, DSPs, mixers, and microphones.



## 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.

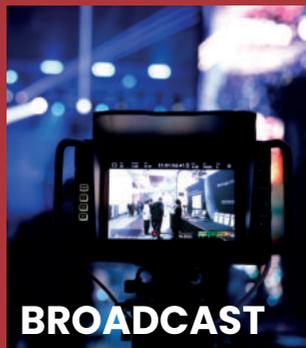
Stage lighting, LEDs, intelligent fixtures, and lighting design consoles.



## 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.

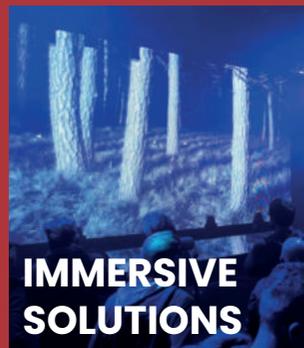
Solutions for filming, live production, streaming, and audiovisual post-production.



## 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.



Il Salone italiano dedicato all'audio-video professionale e alla System Integration.

The Italian Professional AV Show dedicated to professional audio-video technologies and system integration.



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.



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.



Un hub per addetti ai lavori e music maker.

A hub for industry professionals and music makers.



**AV  
CONNECT**

Powered by **MIR**

AV Connect è il Salone italiano dedicato all'audio-video professionale e alla System Integration. Qui la community italiana dell'AV Pro si incontra per testare soluzioni innovative hands-on, partecipare a contenuti di valore curati da esperti e costruire partnership durature con espositori, system integrator, installatori e decision maker.

Un ecosistema di valore che posiziona l'Italia come hub strategico nel panorama europeo del professional AV, dove la tecnologia si trasforma in opportunità concrete di business.

AV Connect – The Italian Professional AV Show stands as Italy's leading event dedicated to professional audio-video technologies and system integration. The exhibition serves as a national reference point for the AV industry, bringing together professionals, companies, and institutions to explore advanced technological solutions, access high-level educational content, and engage in strategic dialogue with exhibitors, system integrators, installers, and key decision-makers. AV Connect contributes to positioning Italy as a strategic hub within the European AV landscape.



## TECNOLOGIE

Qui le soluzioni sono operative: sistemi audio-video in funzione, ambienti immersivi, regie attive e workshop pratici permettono di valutare concretamente qualità, integrazione e usabilità.

## TECHNOLOGIES

Here, solutions are live and running: functioning AV systems, immersive environments, active control rooms, and hands-on workshops allow for a concrete evaluation of quality, integration, and usability.



## EVENTI E INCONTRI

Eventi, workshop e incontri diretti con i protagonisti del settore per aggiornarsi sulle tendenze e sulle soluzioni che stanno trasformando i contesti corporate, retail, museali, hospitality ed education.

## EVENTS AND MEETINGS

Events, workshops, and direct meetings with key industry players provide updates on trends and solutions that are transforming corporate, retail, museum, hospitality, and education spaces.



## NETWORKING

Un contesto B2B curato, dove creare relazioni durature con espositori, integratori e professionisti del settore.

## NETWORKING

A well-curated B2B environment where you can build lasting relationships with exhibitors, integrators, and industry professionals.

# 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 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.

## **WORKING 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, system integrator, 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.



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.



## **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.



## 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.

# 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  
PROFILED  
OPERATORS

**+40**

EVENTI  
EVENTS

**3**

SALE IMMERSIVE  
IMMERSIVE ROOMS

**42**

SESSIONI DEMO  
DEMO SESSIONS

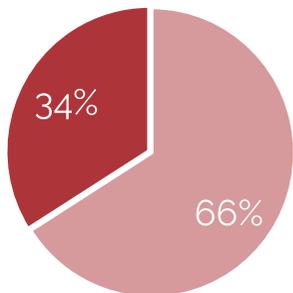
**5**

PALCHI LIVE  
LIVE STAGES

# ANALISI DEI VISITATORI\_ATTENDEE ANALYSIS

## TIPOLOGIA AUDIENCE

PUBBLICO  
GENERAL PUBLIC

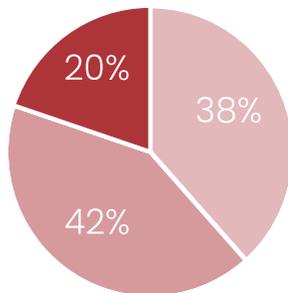


OPERATORE PROFESSIONALE  
TRADE PROFESSIONALS

## VISITE PER GIORNATA VISITS PER DAY

MARTEDÌ  
TUESDAY

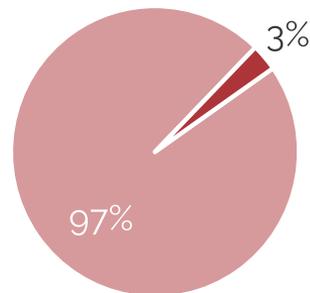
DOMENICA  
SUNDAY



LUNEDÌ  
MONDAY

## PROVENIENZA COUNTRY OF ORIGIN

ESTERO  
ABROAD

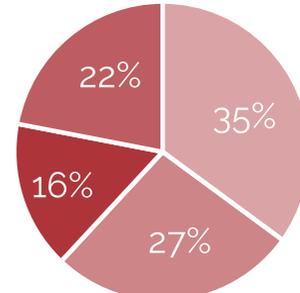


ITALIA  
ITALY

## FOCUS ITALIA FOCUS ON ITALY

SUD  
SOUTH

NORD EST  
NORTH EAST

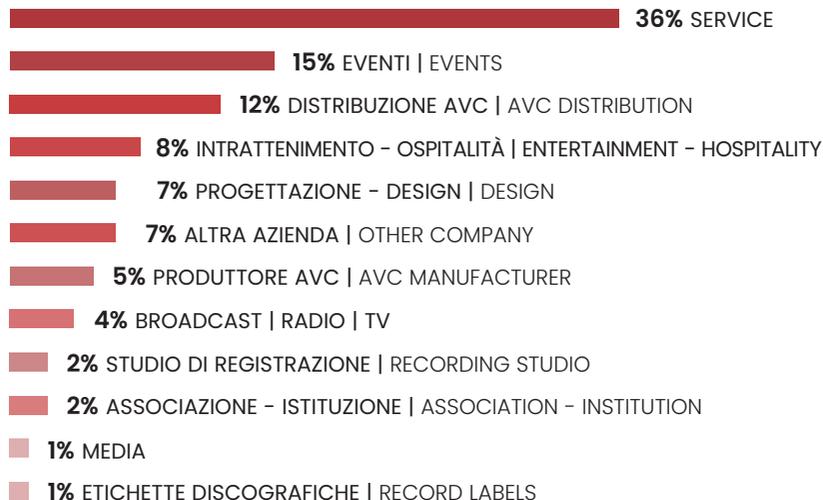


NORD OVEST  
NORTH-WEST

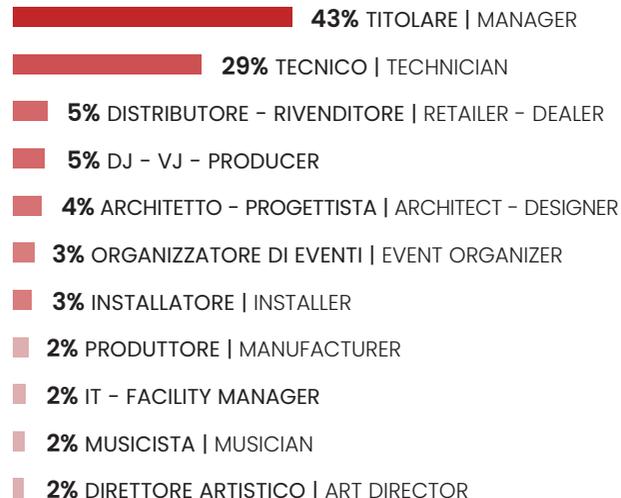
CENTRO  
CENTRE

# ANALISI DEI VISITATORI\_ATTENDEE ANALYSIS

## FOCUS ON INDUSTRY



## PROFILO PROFESSIONALE PROFESSIONAL PROFILES



# MEDIA NETWORK



**17.5K**  
Followers



**6.8K**  
Followers



**926**  
Followers



**77K**  
UU Monthly/Website  
Exhibition period

# CONTACTS

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