

PRESS



MIR
MULTIMEDIA
INTEGRATION
EXPO

**The Future of AudioVisual
and Entertainment Technology**

12–14.04.26

RIMINI
EXPO CENTRE

Focus Area



Organizzato da

**ITALIAN
EXHIBITION
GROUP**
Pioneering the future

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press release

IEG: THE CURTAIN HAS RISEN ON MIR 2026 THE RIMINI SHOW PUTS THE FUTURE OF LIVE ENTERTAINMENT ON STAGE

- **Until Tuesday 14th April, technological innovation and multimedia integration take centre stage at a top business and training hub**
- **Creativity and Artificial Intelligence: immersive language evolution at the heart of the debate, and anticipation for tomorrow's keynote events**

Rimini, 12th April 2026 – From DJ culture to virtual reality, artificial intelligence applied to music creation, and audio, video and lighting technologies for major international live events. Plus, immersive systems that redefine stage area perception and the behind-the-scenes aspects of major live events such as Marco Mengoni's tour. The **ninth edition of MIR – Multimedia Integration Expo**, the **Italian Exhibition Group (IEG)** event for live entertainment solutions and technologies, started today at Rimini Expo Centre, opening its doors to an atmosphere of vibrant energy. The only experiential hub in Italy, the show is able to translate all the new languages of entertainment into cutting-edge innovation and emotion.

THE NEW FRONTIERS OF ENTERTAINMENT BETWEEN AI AND VIRTUAL REALITY

At MIR 2026, innovation is not merely on display: it is analysed, discussed, and put to the test across all possible trajectories for the future of entertainment. The **"Suno o Suono?"** conference demonstrated how the generative Suno AI platform is becoming a concrete testing ground for music production and could redefine the role of the producer. Continuing in this vein, the afternoon will also feature a **virtual reality DJing experience with AlphaTheta and Tribe XR**, which takes music-making into immersive environments, expanding the possibilities for learning, experimentation and performance. The panel debate entitled **"The Future of the Entertainment Industry: Current State and New Perspectives"**, which will involve three authoritative and complementary voices from the industry at the AV Connect Arena, namely Alberto Kellner Ongaro, owner of Laser Entertainment, Elisa Dominici of Droneshow Italy and Monica Bua, Sales Manager for Video Projectors at Epson Italia, will focus on the idea that immersiveness is not a matter of technology, but of balance between content and effect, spectacle and participation. The discussion will explore the trends that are reshaping entertainment, from media integration to hybrid formats, right through to drone shows as a sustainable and spectacular form of expression.

TOMORROW'S MAIN EVENTS

Considering its latest developments, tomorrow will once again feature AI as a central theme at MIR 2026 with the event **"The Eyes... and Ears of Artificial Intelligence"**. **Marco Osnato**, President of the Sixth Finance Committee of the Chamber of Deputies, and **Christian Pieretto**, President of SIEC, are expected to take part in a discussion that will go beyond the traditional narrative on artificial intelligence. This will be followed by the **"Human After All?"** conference with a debate on the relationship between AI and the music, entertainment and digital content industries. Tomorrow will also feature music master classes with Saturnino, Mark The Hammer and Boosta, as well as the immersive **MIRillumino** format: the anonymous light exhibition in which the audience will assess sound system quality and colour rendering.

ABOUT MIR 2026

Dates: 12/14 April 2026; **event:** international trade show; **organisation:** Italian Exhibition Group S.p.A.; **frequency:** annual; **edition:** 9th; **entry:** public and trade; **info:** www.mirtechexpo.com

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FOCUS ON

Italian Exhibition Group S.p.A., a joint stock company listed on Euronext Milan, a regulated market organised and managed by Borsa Italiana S.p.A., has, with its facilities in Rimini and Vicenza, achieved national leadership over the years in the organisation of trade shows and conferences. The development of activities abroad - also through joint-ventures with global or local organisers, in the United States, United Arab Emirates, Saudi Arabia, China, Mexico, Germany, Singapore, Brazil, for example - now sees the company positioned among the top European operators in the sector.

This press release contains forecast elements and estimates that reflect the management's current opinions ("forward-looking statements"), particularly regarding future management performance, realization of investments, cash flow trends and the evolution of the financial structure. For their very nature, forward-looking statements have a component of risk and uncertainty, as they depend on the occurrence of future events. The effective results may differ (even significantly) from those announced, due to numerous factors, including, only by way of example: food service market and tourist flow trends in Italy, gold and jewellery market trends, green economy market trends; the evolution of raw material prices; general macroeconomic conditions; geopolitical factors and evolutions in the legislative framework. Moreover, the information contained in this release does not claim to be complete, and has not been verified by independent third parties. Forecasts, estimates and objectives contained herein are based on the information available to the Company as at the date of this release.