

Press Release

Immediate Release

Beijing InfoComm China 2018 Delivers a Bigger, More Diversified and Hugely Successful Show

***Strong Attendance Growth and Wider Array of Game-Changing Technologies
Reinforce the Show's Pre-eminent Role as the Catalyst of Innovation in the Pro-AV Ecosystem***

Beijing, 13 April 2018 - Beijing InfoComm China 2018 ended its 3-day run on 13 April. The Tradeshow welcomed a total of 38,809 local and overseas visitors – an increase of 21% from previous year's visitor traffic. The visitors converged on a dazzling showcase of game-changing Professional AudioVisual (pro-AV) and Integrated Experience technologies, catching breakthrough innovations and glimpses into the exciting future marketplace.

A total of over 350 exhibitors, including 56 who participated for the first time, presented a wide array of cutting-edge pro-AV and Integrated Communications products and solutions that can enhance growth and sustainability for businesses across a broad cross-section of industries and sectors. Continuing the growth trend, 72 new-to-China and new-to-world products were launched at the Show. These signify the Show's ability to attract new players and offerings, and reaffirm the compelling value proposition for pro-AV and Integrated Communications solution providers to use Beijing InfoComm China to expand into the Chinese market and beyond.

"We are pleased with the increase in number of visitors and summit attendees coming to the Show, majority of whom are senior management and high-level officials," said Richard Tan, Executive Director of InfoCommAsia. "We believe this is a testimony to our focus on striving for continuous improvements and innovations in order to curate high-quality programs and platforms, and deliver the best experience for all stakeholders."

FIRST TO SEE AND SHARE

This year, the World Premiere media tour saw over 30 representatives of print and online as well as trade and business publications being guided on a visit to the booths of 11 specially-selected exhibitors. There, exhibitors – some of whom were seeking distributor representation among visitors to the Show - demonstrated and explained the features of their cutting-edge products and solutions. Media participants gained firsthand encounters with the exciting capabilities of, and inspiring business opportunities presented by, these technologies that have yet to fully hit the marketplace. Participants emerged from the tour with insightful and business-transforming news to share with their respective readership.

QUALITY LEARNING OPPORTUNITIES

Networked audio over IP, and artificial intelligence, Internet of Things (IoT), virtual reality, augmented reality and smart technologies – components that digitally enhance pro-AV and Integrated Communications solutions – featured strongly in the robust discussions and exchanges at this year’s Beijing InfoComm China Summit which ran concurrently with the exhibition. Over the three days, more than 5,456 delegates (9% increase from 2017) attended close to 60 free-to-attend Summit sessions organized in collaboration with industry trade associations and media, including China Information World, Guangdong New Energy Vehicle Industry Association, Electronic Government Association of Guangdong Province, and Digital Signage Multimedia Alliance Taiwan. Such collaborations give interactions within each session even more depth and value.

InfoCommAsia ran a new program called QuickFire, a series of 20-minute educational sessions designed for AV professionals of all experience levels. Conducted in a dedicated space called IFC QuickFire Arena, sessions focused on the latest industry buzz such as digital experiences, understanding 4K, acoustics, and more.

ENRICHING EXPERIENCE

Various stakeholders of Beijing InfoComm China 2018 – from new and repeat exhibitors, visitors and Summit delegates, to speakers and collaborating industry associations – have benefited from their investment and participation in the Show.

Andy Miao, Crestron China, Sales Director, China - Exhibitor

“This is the best InfoComm China show ever in our many years of participation. There was not a single moment of lull period at the stand, we felt that the crowd just kept coming. At the same time, we can also feel that the market is back at full throttle, and the quality of the visitors have increased tremendously, with more end-users and top-notch experts attending the show. This is the party for the industry and the right show to be at.”

Kotaro Take, President, Uchida Yoko Global Limited - First-time Exhibitor

“China is a very huge market, and it offers very good opportunities for us. There is so much demand for control systems, especially with so many control centers in almost every field. The police and military markets here are huge. There are many competitors here too. That’s why we decided to participate in InfoComm China. It’s our first time participating in the Show. Our booth has been very busy. We have had very good response from the visitors and many dealer enquiries, especially from overseas system integrators.”

Stuart Dodd, Technical Support Leader, Black Box Network Services - Exhibitor

“The Show is fantastic! The crowd is great, and the quality of visitors is superb! We have gathered many sales leads, and we have even found our overseas distributors right there at the Show. China’s

market is the biggest at the moment, and there's nowhere else in the world that matches it. We're definitely going to be back next year, and for many years to come."

Blurr Wong, Managing Director, Orange Events - First-time Visitor and Summit Delegate

"This is my first time here at the Show. China is the biggest marketplace for hardware, and InfoComm China is where all the hardware companies, system integrators and solutions providers congregate every year. That's why I'm here, to look for some of the latest products. There is always something interesting everywhere you turn at the Show – infrastructure integration, digital signages and building management systems, technologies that I can use for my clients at convention centers, venues and airports. I have also registered for several of the Summit sessions on interactive technology, digital signages and artificial intelligence."

Johnny Zhao, 4U Systems, Technical Director - Visitor

"This is the fourth time I've visited the Beijing InfoComm China show. It is the best platform for me to interact with so many different brands and manufacturers at one go, and to learn about the latest trends in the industry. Technology updates happen so quickly; every year I get to see all the latest integrated technologies and products on display at the Show. Coming to the Show also helps me to familiarize myself with the latest changes in the market, across the different brands of products, and in their respective specifications for integration. Clients are now more willing to adopt new technology integration and applications, so as system integrators we must also keep pace with the times in order to better serve our clients."

April Koh, Managing Director, TPM Outdoor Productions Pte Ltd - Speaker at Digital Signage Asia Forum 2018 at the Summit

"This is a very knowledgeable crowd. I think the market is ready, compared to five years ago, in terms of adoption of digital out-of-home capabilities. The technologies on display at InfoComm China are all-encompassing, and exhibitors are very open to sharing what's upcoming, be it cloud solutions or the integration and merger of technologies. The Summit is a very education-oriented platform. There's a lot of teaching and sharing, and there is also a wide range of topics to get people thinking. There is something interesting for everyone here at the Show. I see a wider spectrum of offerings, and even hear conversations about the future."

Nick Cheng, President, Digital Signage Multimedia Alliance Taiwan - Co-organizer of Digital Signage Asia Forum 2018 at the Summit

"We have noticed an increasing number of attendees coming to the Forum. This may in part be due to the platform being able to gather, as well as meet the needs of, system integrators as they can see new applications across different realms at one place. This is important. As a product manufacturer, you need to know where the market is; as a system integrator, you alone may not be able to provide a complete solution. The InfoComm China show provides an appropriate platform. Besides looking for potential customers, visitors to the Show are able to hear different voices and reflect on their own product offerings. Also, the market is ready and has reached a new level where there is the need for visualization to trigger more market demand."

BEIJING INFOCOMM CHINA 2019

The 14th installment of the Show, Beijing InfoComm China 2019 will be held on 10 – 12 April 2019 at the China National Convention Centre. More information and booking facility are available at www.infocomm-china.com or www.ifcshow.com.

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SHOW ORGANIZER

InfoCommAsia Pte Ltd is the region's preeminent organizer of tradeshows for the Professional AudioVisual (Pro-AV) and Integrated Experience industries. Through industry-leading shows in China, India and Southeast Asia, InfoCommAsia connects global and regional Pro-AV and Integrated Experience purveyors as well as end-users across industries with the most important markets of Asia Pacific.

Additional information is available at:

- www.infocomm-china.com
- www.chengdu.infocomm-china.com
- www.infocomm-india.com
- www.infocomm-sea.com

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