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PRESS RELEASE
For Immediate Release

Beijing InfoComm China 2020:
Educating and Equipping Businesses in the Post-pandemic World

Strong first-day showing displays confidence in China's post-pandemic economic recovery, and recognition that business success rides on transformational technology knowledge and capabilities

Beijing, 28 September 2020 – The 2020 edition of Beijing InfoComm China opened today at the China National Convention Center (CNCC), with precautionary measures to help safeguard the health and safety of participants. Running till 30 September 2020, this Asia Pacific's premier Professional AudioVisual (Pro-AV) and Integrated Experience platform is a show of confidence by exhibitors, visitors and summit attendees in China's successful Covid-19 control and economic recovery. As the industry recovers from the Covid-19 pandemic, staging the region's biggest showcase of its kind at this time is timely as businesses seek solutions to build up their businesses in a disrupted business landscape.

THE EXHIBITION

Solutions at this year's show feature some of the best in Chinese innovations, including automation, artificial intelligence, machine learning, big data, Internet of Things and other smart technologies that are transforming Pro-AV and Integrated Experience applications. Among the more than 450 exhibiting companies from around the world, over 100 are participating for the first time. Some 107 exhibitors are also showcasing products that are either new in China or new in Asia. All these game-changing technologies are playing a critical role in empowering companies to re-strategize their businesses by embracing new opportunities in the post-pandemic landscape.

This year's exhibition also features the **Start-up and Incubator Zone**. It is a collaboration with Beijing Zhongguancun Software Park, Shenzhen Overseas Chinese High-Tech Venture Park and Chinaccelerator. Thirty start-ups will showcase innovative ideas and technologies for the next-generation integrated experience solutions such as artificial intelligence, Internet of Things and more. Visitors will be able to preview technologies and solutions that will be coming into the market in the near future.

"China is the first economy in the world to recover from the global coronavirus pandemic," said Mr Richard Tan, Executive Director of InfoCommAsia, organizer of Beijing InfoComm China. "Exhibitors at this show have recognized the vast potential of this market and have leveraged this show to demonstrate how their technologies can help pave the way for businesses to seize opportunities in the new economic order. For visitors to the show, this means first-hand encounters with a plethora

of technology and solutions relevant to a business environment that is evolving at unprecedented pace and ways."

THE SUMMIT
Running concurrently with the Exhibition, the Summit will deliver a comprehensive suite of learning programs for delegates ranging from professionals and players within the industry, to business and technology decision-makers across all other industries. Presentations by leading industry experts and thought leaders will provide up-to-date and insightful information on trends and latest technological developments. Industry partners play a crucial role in ensuring relevance and depth in all the Summit sessions for specific industries. These partners include China Hotel Association Wisdom, Guangdong New Intelligent City Construction Service Center and China InfoWorld.

In addition to staples such as **Industry Forums**, a new **AV Managers Day** was curated to cater to the specific needs of operational managers seeking to share experiences in project management. The platform facilitates deep discussions on project design, implementation and operational management challenges encountered by engineering and technical teams.

After a successful debut in 2019, the **Next Integrated Experience Technology (NIXT) Conference** returns to strong industry demand. Featuring five sessions, it will focus on the transformative power of six technologies: AI, IoT, Robotics, Smart Wearables, Extended Reality and 5G – and their impact on media and entertainment, manufacturing, retail, smart cities and transportation. Keynotes and case studies will provide deep insights into strategic implications of transformational technologies.

Judging by the robust and enthusiastic discussions on the first day, sessions over the next two days promise to be vibrant and thought-provoking.

COVID-19 PRECAUTIONARY MEASURES
In an abundance of caution, the show organizer has put in place precautionary measures to help safeguard the health, safety and well-being of all participants. Visitors have to pre-register and submit health declarations online before their arrival. Temperature screening at the entrance, and mandated use of face mask at all times within the venue, help ensure that all participants can have a great experience at the show while safeguarding their health to the best of our abilities.

From the response of participants on the first day, it appears that everyone is taking all these precautions in their stride, and their experience has been an enjoyable and fruitful one.

REGISTRATION
Beijing InfoComm China 2020 will run till 30 September 2020. Admission to the Exhibition and Summit sessions, including the NIXT Conference, is free. Visitors can view the latest updates and register for the show at www.infocomm-china.com or www.ifcshow.com.

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ABOUT INFOCOMMASIA

InfoCommAsia Pte. Ltd. is the region's preeminent organizer of tradeshows for the Professional AudioVisual (Pro-AV) and Transformative Solutions industries. Through industry-leading shows in China, India and Southeast Asia, InfoCommAsia connects global and regional solution providers, vertical market end-users and the supply chain with the most important markets of Asia Pacific.

Additional information is available at:

infocomm-china.com   **|**   infocomm-india.com **|**   infocomm-sea.com

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