

For immediate release

## **InfoComm China Stages Its First-ever Hybrid Xperience with GoVIRTUAL**

*Participants from all over the world can watch live product demos with real-time two-way communication with solution providers over a span of three days*

**21 July 2021, Beijing** – When it takes place from 21-23 July, Beijing InfoComm China, Asia Pacific’s foremost Professional AudioVisual (Pro-AV) and Integrated Experience technology event, will take on a hybrid format for the very first time in its history. The in-person show, which takes place at China National Convention Centre (CNCC), will be augmented with InfoComm China GoVIRTUAL, an AI-powered platform that can perform intuitive business matching as well as facilitate interactive live product demos and knowledge-driven webinars.

Through the harnessing of AI, livestreaming and Pro-AV technologies, Beijing InfoComm China GoVIRTUAL elevates the digital experience of a live exhibition. Richard Tan, Executive Director of InfoCommAsia explains, “GoVIRTUAL allows exhibitors to connect with and demonstrate solutions to influencers and decision-makers who are unable to visit the in-person event. It also enables them to “visit” those booths that they could not find time to check out during their in-person visit. This significantly expands the exhibitors’ reach in the marketplace and at the same time enables buyers to engage with more exhibitors. This bold step that we are taking shifts the paradigm of the exhibition experience.”

### **GoVIRTUAL Reimagines the Live Exhibition**

The platform offers innovative yet easy-to-use features that deepen the business experience for both exhibitors and visitors. Designed with real-time and two-way engagement in mind, GoVIRTUAL facilitates active participation not just from the exhibitors but also the visitors. It offers four key features:

- Exhibitors’ virtual showcases including live product demos with integrated video, audio and chat functions so visitors can interact with exhibitors in real time
- AI-empowered business matching
- Free access to a 24/7 online database of global solution providers, products and services, as well as a hub of industry insights.

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### **GoVIRTUAL Delivers Expert Insights**

Besides the live product demos, GoVIRTUAL will also be hosting a series of free webinars led by industry experts. This year, there will be a brand-new segment called TECHTALK, which sheds light on how technology is disrupting industries. Stakeholders from key industries, including banking and financial services, retail, advanced manufacturing, logistics and supply chain, education and transportation, will stand to benefit from this new summit track.

For AV and IT professionals, there will be two levels of content addressing their specific needs:

- For C-suite leaders and executives – Coverage on technological advancements, application trends and potential provide valuable insights for business decision-making.
- For junior to mid-level professionals – Designed to upgrade the skillsets of technical personnel and professional end-users from various industries, the TECHTALK sessions include specific topics such as “Gain Structure of Audio DSP”, “Common Problems and Development trend of AV-IT Convergence”, “In-depth Demystification of the Next Generation of Display Technology Micro LED”, and “How to Promote the Scene Application of LED Screen by AI”.

Select sessions of the NIXT (Emerging Tech Solutions for Businesses) Summit, which is co-located with Beijing InfoComm China 2021, will also be live-streamed on the GoVIRTUAL platform. Representatives from Ericsson, Ernst & Young, PwC China and more will be touching on how emerging technologies such as 5G, AR, XR and IoT can be integrated to design truly transformative solutions. Topics include “Keynote: What Types of Talent Do We Need in the Digital Era?”, “The 5G Era – What's in It for Consumers?”, and “Case Study: How to Ensure a Smooth Digital Transformation Journey?”

There will also be case studies delving into the future of technology leadership, building digital capabilities with AI and data analytics, robotics in hotel, foodservice and food delivery, data-driven intelligent marketing and tips on ensuring a smooth digital transformation journey.

### **Register Early**

Registration for InfoComm China GoVIRTUAL is now open at [www.infocomm-china.com](http://www.infocomm-china.com).

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### **About InfoCommAsia**

InfoCommAsia Pte Ltd. extends its influence through three marquee shows: InfoComm Southeast Asia, InfoComm China, and InfoComm India. Each show comprises an exhibition that showcases the world's most cutting-edge and in-demand inventions, and a Summit that presents learning opportunities. Bringing together industry players and top-level decision-makers from across all industries, the shows enable industry players to tap into the vast potential presented by the Professional AudioVisual and Integrated Experience Technology markets of each country and region.

### **Additional information is available at:**

[infocomm-china.com](http://infocomm-china.com) | [infocomm-india.com](http://infocomm-india.com) | [infocomm-sea.com](http://infocomm-sea.com)

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