



Where China is
Shaping the

DIGITAL- FORWARD FUTURE

Show Brochure

ic26

infocomm
CHINA | 北京

15-17 April 2026

Beijing, China

www.infocomm-china.com

Organizer

infocommAsia

WHERE CHINA IS SHAPING THE DIGITAL-FORWARD FUTURE

The Premier Innovation Hub for Professional Audiovisual Excellence

As Asia Pacific's leading professional audiovisual and integrated experience trade show, Beijing InfoComm China is where your brand belongs. Connect directly with key decision-makers, and the full spectrum of the Pro AV and technology ecosystems. Showcase your latest innovations and connect with top manufacturers and leading system integrators, and engage the entire technology ecosystem. Drive your business forward by being at the forefront of the industry evolution.

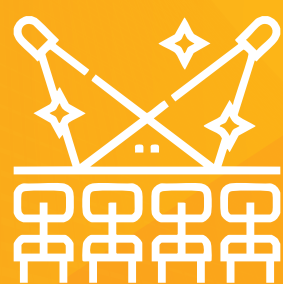
Attracting leading system integrators year after year, Beijing InfoComm China offers dynamic Summit sessions and special events, serving as a pertinent platform, fostering communication and collaboration that propels the Pro AV industry to achieve new heights and milestones.

Highlights of Beijing InfoComm China 2025



400 Brands
Over 500 new-to-market products

Global product debut, new real-world applications including AI-VR integration and immersive experiences

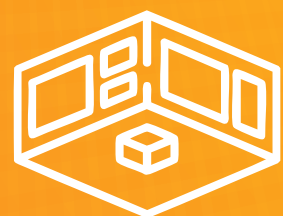


Nearly 100 in-person/live events

100+ sessions: new product launches, tech demonstrations & immersive experience areas



26,419 unique visitors
(56% are key decision makers)



85 summit sessions



Visitors from **45 countries**



10,022 summit delegates



Redefining Pro AV: China's Innovation Drives Boundaries

From AR bringing ancient relics to life at the Forbidden City to 4K holographic projection enabling global team collaboration and AI upgrading smart city security – these aren't future visions. They are daily realities across China's massive professional audiovisual market. Here, technology isn't just a tool; it's the core productivity reshaping experiences.

While the Asia-Pacific market leads the global Pro AV markets with a growth rate of 6.9%, China is becoming an innovation engine with a growth rate of 7.9%:

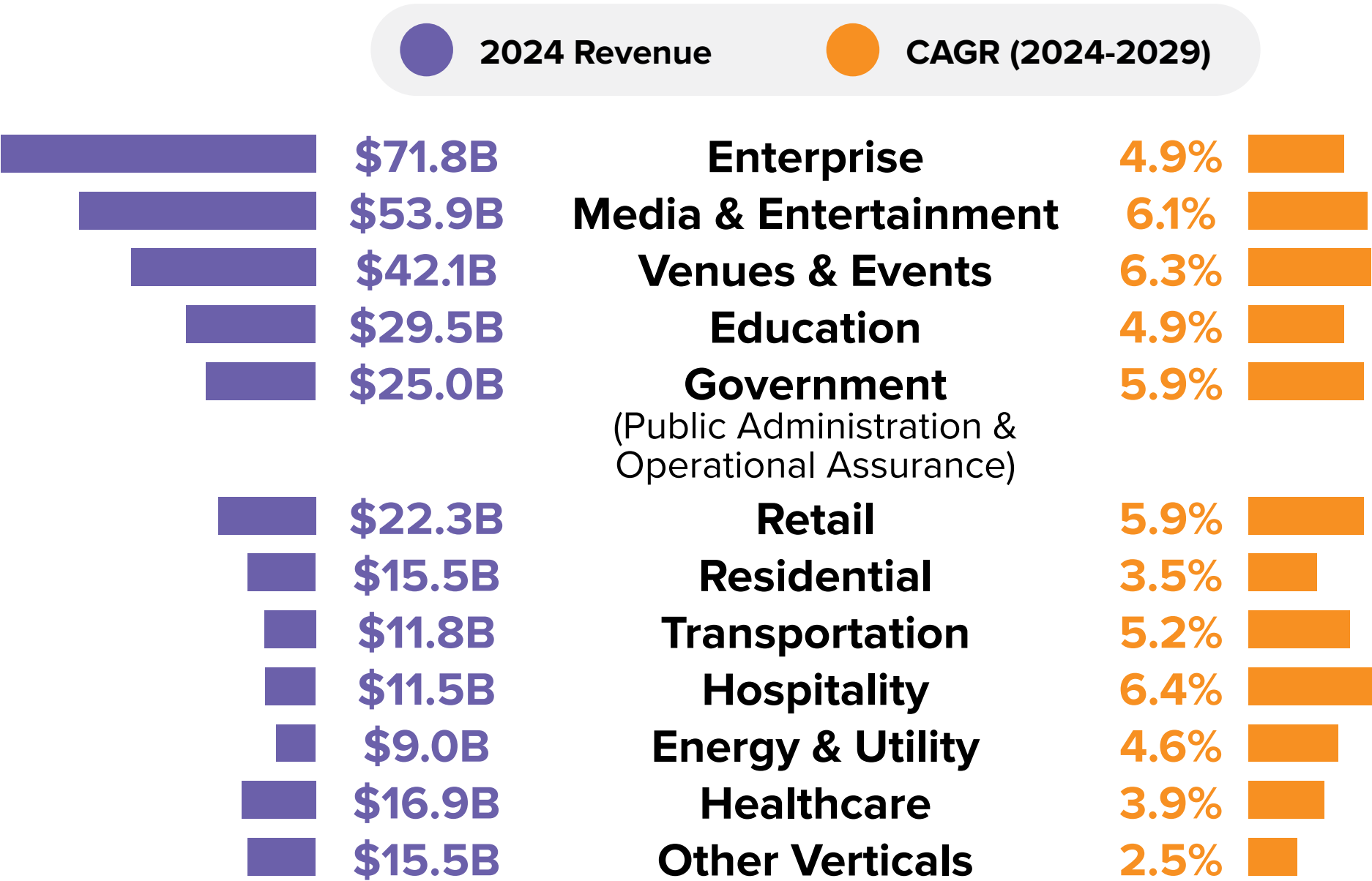
Application Growth: Stable growth in demand in verticals such as cultural tourism, smart office (e.g., cloud collaboration), smart city (e.g., AI security), and education.

Technology Advancements: Enterprises prioritize AV software investments; AI sees breakthrough applications in the security.

Investment Boom: Chinese enterprises show higher investment in system upgrades compared to European and American markets.

In the digital-forward future, China will lead the new growth of professional audiovisual. Are you ready to be a part of it?

Professional audiovisual user trends: While enterprise applications remain core, cultural tourism, entertainment and education users are steadily increasing.



Global professional audiovisual solutions are accelerating the transformation to experiential solutions



Source: AV Industry Outlook and Trend Analysis (IOTA) Report – Professional Audiovisual Revenue Forecast

Beijing InfoComm China

The Complete Pro AV Showcase: Driving Ecosystem Collaboration & Innovation.

AMD

BBS
ACUSTICS
好兄弟声学

CZUR

GENELEC

视箭光旭
INFILED

NIT 安达斯集团

SHURE

audio-technica

BANGYUAN 邦彦

CKZNI 创凯智能

GZZHYUN

INNOTRIK

NVIDIA

先歌国际
SANGORE INTERNATIONAL

AVCIT
魅视科技

EAWARE

数字云悦
Digital Yunyue

HUA'IN 华音

Jabra GN

MAXHUB
高效会议解决方案

Summcinfo

AOC

CHRISTIE

艾力特音频
ELITE-AUDIO

Hisense

JOYFUN
聚洋

MICRO SILICON
宏晶微电子科技有限公司
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股票代码: 002587

CREATOR 快捷
音视频解决方案与产品制造

FUJIFILM

HYNANET
TECHNOLOGY

MUXWAVE
美矽微全息隐形屏

VCD

AET

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Cedar Electronics

DIGIBIRD

HiGreen

雷曼光电

Wincomm 赢康

ALISPEECH

DeskMedia
席媒科技

DSPPA
迪士普企业

海天电子

中润
Luminatii

ZOBO
卓邦

BARCO

卡莱特
Colorlight

dream

NB

利亚德
LEYARD

TAIDEN

BAKO

CHIU CHEUNG
鼎彰光电

FIBBR

科大讯飞
iFLYTEK

洛普

TCL

BOSE

CRETONE ALULU
同创吕赫

GENERATION

itc

LANBO

TICO 天创

BECKHOFF

中科国声

GKGD

Insta360

NOVA STAR
诺瓦星云

TAKSTAR 得胜

more to come...

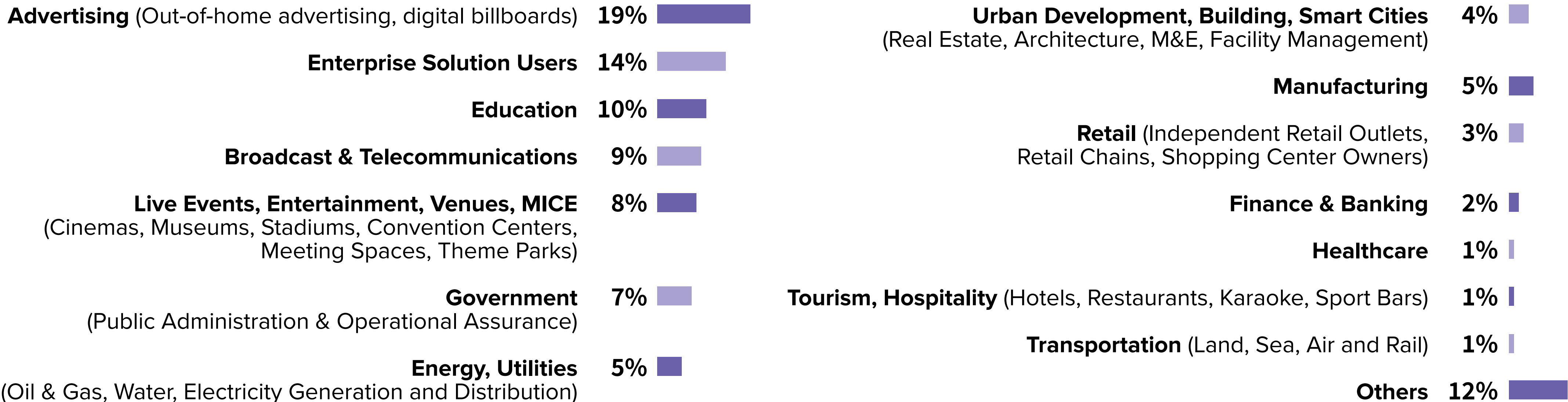
Quality Attendees Driving Your Business Growth

-  **400 industry-leading brands**
-  **26,419 qualified unique visitors** including **56%** key decision makers
-  **Visitors from 45 countries**
-  **Growing high-value attendance: 60% first-time attendees** including those from prominent companies & associations.

2025 Visitor Profile

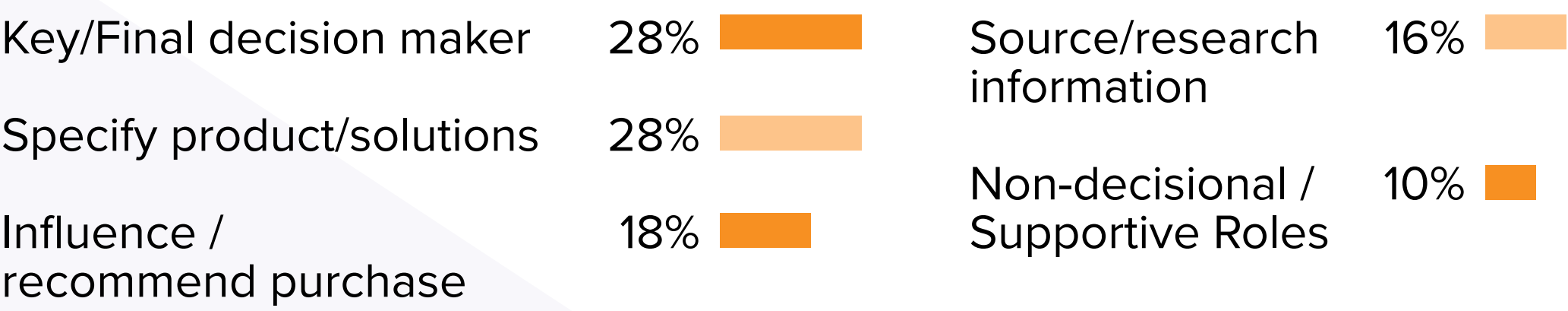


Industry Breakdown of Technology End Users



Visitor Decision-Making Authority

56% of visitors hold decision-making or product specifying roles.



“

Attending Beijing InfoComm China was truly a refreshing experience! This is my first time visiting a non-attractions or tourism-focused industry expo and I have already found three products that I am seriously considering for implementation in my upcoming projects. Furthermore, I had some really good conversations with engineers and technicians who were remarkably open to exploring how to bring my ideas to life.

Bob Dennis
Senior Director – Creative Studio / Resort Development
Universal Beijing Resort – Universal Creative”

“

Beijing InfoComm China 2025 was an exciting experience. We came to scout new suppliers and learn the latest technology trends in the market - the show delivered on both fronts. We were impressed by the wide range of exhibitors, from startups to big AV brands. We came across several suppliers showcasing exceptional products that piqued our interest. A few have been shortlisted, and we will be evaluating their product ranges for potential distribution. Beijing InfoComm China truly stands out from other shows in its sharp focus and breadth of innovation.

Mohamed Muzammil
Technical Sales Manager
Simply Connect Pte Ltd.”



Technologies & Solutions Visitors are Most Interested in

Advertising

(Out-of-home advertising, digital billboards)

AR/VR/MR	25%	
Architectural Lighting Systems	10%	
Powered by Projectors		
Hologram/3D Product Displays	10%	

Broadcast & Telecommunications

Command Centers	12%	
Immersive Solutions	12%	
Live and Studio Sound	12%	

Government

(Public Administration & Operational Assurance)

Audio; PA and Voice Alarm	23%	
Cloud/Web-based Video	12%	
Conferencing		
Command and Operations Centers	11%	

Education

Acoustic Surfaces	11%	
AR/VR/MR	12%	
Smart Classrooms	11%	

Energy & Utilities (Oil & Gas, Water, Electricity Generation and Distribution)

Advanced Metering	11%	
Infrastructure (AMI) Technology		
AI-based CCTV Applications	9%	
AV over IP	14%	

Enterprise Solution Users

AR/VR/MR	18%	
Audio System	18%	
Large Format Digital Displays	12%	

Finance & Banking

Acoustics Surfaces	14%	
AR/VR/MR	15%	
AV as a Service Over Cloud	12%	

Healthcare

AR/VR/MR	17%	
Medical Simulation Technology	14%	
Telemedicine	12%	

Live Events, Entertainment, Venues, MICE (Cinemas, Museums, Stadiums, Convention Centers, Meeting Spaces, Theme Parks)

3D Holographic Displays	12%	
AR/VR/XR	10%	
Atmospherics - Effect Lighting	6%	

Manufacturing

AR/VR/MR	19%	
Image Capture and AI Analytics	10%	
Interactive Digital Displays	13%	

Retail (Independent Retail Outlets, Retail Chains, Shopping Center Owners)

3D Holographic Displays	15%	
Digital Advertising Displays	11%	
Digital Art Walls	12%	

Tourism, Hospitality

(Hotels, Restaurants, Karaoke, Sport Bars)

Atmospherics - Soundscaping	11%	
Automation Systems	11%	
Event Spaces	12%	

Transportation (Land, Sea, Air and Rail)

AR/VR/MR	12%	
Audio; PA and Voice Alarm	11%	
Large Format Displays and Digital Signage	11%	

Urban Development, Building, Smart Cities (Real Estate, Architecture, M&E, Facility Management)

AR/VR/MR	13%	
Building Management System	11%	
Large Format Digital Displays	12%	

Two Special Zones: Seize the opportunities in the high potential markets of AI applications and real-life entertainment

Beijing InfoComm China 2025 debuted the “AI Tech Application Zone”, attracting the participation of 10 industry-leading brands **including Ocean Engine, Baidu Wenxin Big Model and PaddlePaddle, NVIDIA Developer Program, Weshop AI and IDMA**. The special zone not only showcased the achievements of AI technology, but also facilitated in-depth exchanges and cooperation with education, retail, cultural tourism, advertising and other verticals.

AI Tech Application Zone: Where Innovation Meets Implementation

If your company focuses on the application development of artificial intelligence and is committed to promoting transformative technologies such as audio enhancement, speech recognition, video analysis, machine learning, natural language processing, and virtual digital humans, then the “AI Tech Application Zone” is your platform. Join us to connect with the market and bring your projects to life!

At the “AI Tech Application Zone”, you will connect with:

- System integrators, IT solution providers
- End users across diverse verticals: culture and tourism, entertainment, government, enterprises, education, finance, transportation, and security
- AI project procurement decision makers
- Audio and video manufacturers seeking AI breakthroughs

... and many more collaboration opportunities.

“

The application of AI in the AV industry and the rapid development of AI in China over the past six months are striking. We’ve already seen many practical AI solutions presented at Beijing InfoComm China. Beyond the diverse AI solutions showcased at the booths, the numerous AI-focused forums were also packed.

Holden Guo
Deputy Secretary-General, SDVoE Alliance
Senior Manager, NETGEAR APAC ProAV Design Team

”



Introducing the Real-life Entertainment Technology Zone

All-New

Driven by cultural and tourism integration, real-life entertainment rapidly reshaping consumer experiences and the upgrading of cultural and tourism sectors. In the past two years, entertainment projects like theme parks, film and television theme blocks, single entertainment stores, real-life games and movies have seen widespread adoption nationwide. The fusion with urban renewal and cultural scenes greatly underscores the consumer market potential of “real scene + experience” solution.

Beijing InfoComm China 2026 is yet again setting the trend and will be launching an all-new “Real-life Entertainment Technology Zone” to create a scenario-based display platform for “immersive experience + interactive display + cultural and tourism integration”.

High-quality buyers actively participating in Beijing InfoComm China

Past editions of the show have drawn prominent visitors like:

- | | | |
|---------------------|------------------------|--------------------------------------|
| - Universal Studios | - ByteDance | - Ctrip Group |
| - Shanghai Disney | - Alibaba | - China Central Radio and Television |
| - Inspur | - JD.com | - Wanda Film Group |
| - Neusoft | - Xiaomi | - Chimelong Group |
| - Digital China | - Tencent | - Fosun Tourism |
| - Taiji | - Huawei | - Culture Group |
| - Tongfang | - Shanghai Planetarium | |

Exhibitors can expect to meet visitors of similar caliber and quality at Beijing InfoComm China 2026.

Join Beijing InfoComm China 2026 and showcase your brand's influence in this all-new exhibition zone!

Seize the first-mover advantage in the immersive experience trends!

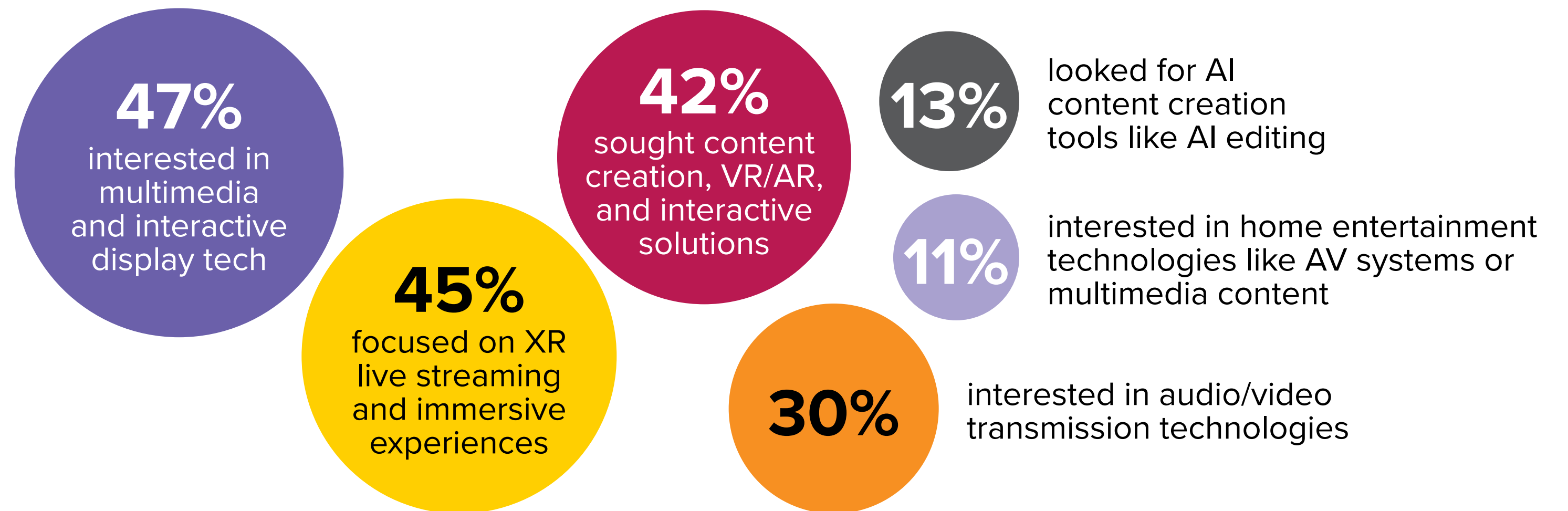
Are you a provider for the following technologies or solutions?

- XR equipment, virtual shooting, atmosphere interaction devices, audiovisual systems
- Digital twins, real-time rendering, digital content creativity/IP development
- Holographic projection, naked-eye 3D, cloud collaboration platform
- Multi-sensory immersive experience technology (such as touch, smell, temperature feedback)
- Audiovisual solutions for commercial spaces, theme parks, performance halls, restaurants and bars, etc.

Be a part of the “Real-life Entertainment Technology Zone”, and get to meet these key buyer groups:

- Cultural and tourism attractions, organizers of immersive performances and art exhibitions, and commercial real estate operators
- Shopping centers, theme parks, and family entertainment center operators
- System integrators, project solution main contractors, and cultural, creative and science technology park investors

Visitor Statistics - Professional Visitors and Buyer Interest

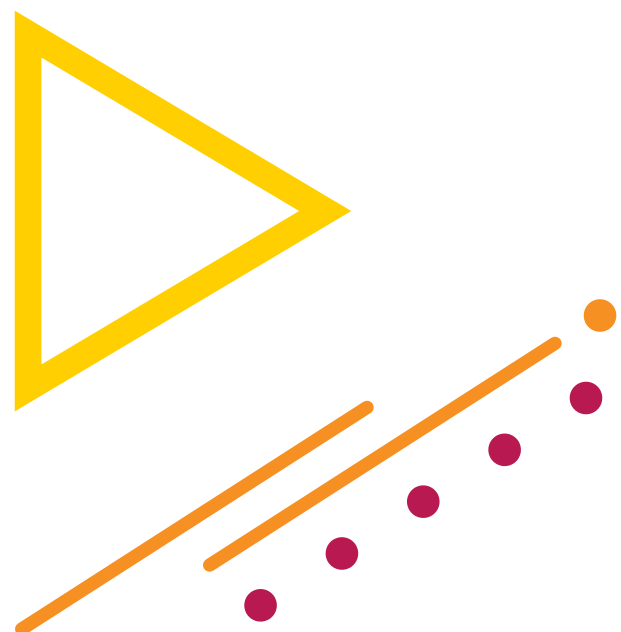


Source: Beijing InfoComm China 2025 visitor survey

The preferred platform for the convergence of ideas and creation of business opportunities

Beijing InfoComm China not only showcases technology, but also creates business opportunities that connect to the future. As the most influential professional audiovisual and integrated experience solution trade event in the Asia-Pacific region, it brings together the world's top business leaders and leading practitioners. The Beijing InfoComm China Summit is the core highlight of each edition of the trade show over the years. Past guests have included industry bellwethers such as NVIDIA, Baidu, Tencent, ByteDance, and Universal Resorts and Entertainment Experience Group.

The special events of the exhibition have also been carefully curated to create all-round value for participants. Breakfast workshops, networking luncheons, as well as networking events, set the backdrop and bring together industry frontrunners to engage in meaningful conversations. Visitor Tours, led by senior experts, also allow visitors to dive deeper into the innovative achievements of exhibitors.



“

As a long-time visitor of Beijing InfoComm China, I always look forward to the insightful summits at the show every year. This year, the summit about Pro-AV applications in cultural tourism projects was particularly valuable. While advanced equipment matters, understanding how to effectively implement AV solutions for real projects is priceless experience. Industry experts shared innovative methods that opened my eyes to the vast potential of AV tech in this field.

With their extensive experience and in-depth analysis, they shed light on the boundless possibilities that AV technology holds in this domain. Their sharing allowed me to see the immense potential of AV tech in enhancing cultural tourism experiences.

Frank Tsui
Director (Asia Pacific, Live Entertainment Licensing and Development)
WildBrain CPLG

”



Focusing on industry, but setting sights on expansion into the Asian markets

Beijing InfoComm China creates a comprehensive, multi-channel integrated marketing matrix to ensure that exhibitors' technologies and products enjoy maximum exposure. The exhibition relies on the organizer's strong media resources and digital marketing capabilities to build a three-dimensional publicity network covering before, during and after the exhibition.

Beijing InfoComm China's official media matrix for the most comprehensive publicity

InfoComm China



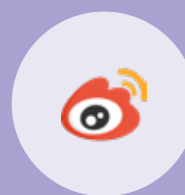
WeChat



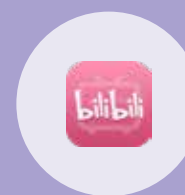
Official Account



TikTok



Weibo



Bilibili



LinkedIn



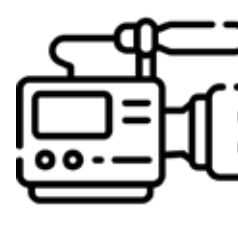
Meta



41
media partners



Exhibition live stream:
769,037
views, 18% increase (YOY)



170+
on-site media reports



140+
media representatives attended the show



About Show Organizer

infocommAsia

InfoCommAsia Pte Ltd. extends its influence through three marquee shows: InfoComm Asia; InfoComm China, Beijing; and InfoComm India. Each show features an exhibition that showcases the world's most cutting-edge and in-demand professional audiovisual and integrated experience technology solutions and a summit that presents learning opportunities. The shows bring together professional audiovisual industry players and top-level decision-makers from across different markets to tap into the vast potential presented by Pro AV solutions.

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