

## Beijing Infocomm China 2022 to Showcase Innovations that will Catapult Tech-motivated Businesses to New Heights

*Asia Pacific's premier Professional AudioVisual and Transformative Technology Show returns, with added features that facilitate extended engagement as well as successful matching of business needs and solution providers.*

**19 October 2022, Beijing** – Beijing InfoComm China will return from 21 – 23 December 2022 at the **China National Convention Center (CNCC)**. It is poised to be disruption-ready and a wider marketplace not limited by geography, with new features designed to improve visitor experience and exhibitor impact.

**400 international and local exhibitors** will spread over 68,000 square meters of show floor, and a new initiative will up the ante – **vBooth**. Business solution-seekers and decision-makers will find what they need amid the huge turnout. **NIXT Summit** will, once again, run alongside Beijing InfoComm China, offering delegates deeper insights into solutions driven by emerging technologies.

Some of the names visitors can expect to see include international brands like BARCO, Bose, Christie, Intel, Panasonic, Shure and Sony, as well as trailblazing brands from China like AOTO, BOE, Creator, DingTalk, Leyard, MAXHUB, Tencent, Unilumin and more. Visitors are encouraged to check out their vBooths.

### Discover Solutions, Engage & Book Meetings Before Show Opening

<https://infocomm-china.com/en/discover-solutions/>

Every exhibitor at this mega event is empowered with a **vBooth** – a dedicated page on Beijing InfoComm China's website – to convey all their salient information. vBooth has been designed for convenient browsing, with clear information presentation and easy navigation. It lets visitors do their legwork **before the Show**, to learn more in less time.

Visitors need only indicate their industry and requisite solutions to generate a list of selected exhibitors with relevant solutions. Visitors can then proceed to access each exhibitor's vBooth, to find out more about the exhibitor's technology and product offerings via content-rich multimedia presentations, connect with

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them, and secure a slot to meet up during the Show. With all the groundwork done, visitors and exhibitors can cut to the chase when they meet on the show floor.

## Learning for Every Industry & Job Function

**Beijing InfoComm China Summit** is designed to be all-inclusive in helping stakeholders learn, adapt and adopt practices and technologies that will advance businesses and transform industries. As such, programs are segmented into five learning platforms. All sessions are led by AV and IT experts, as well as renowned leaders in the various vertical markets.

For Vertical Market End-users and AV / IT Professionals:

- **NIXT Summit**, co-located with Beijing InfoComm China, uses case studies to demonstrate how some early adopters have successfully future-proofed their businesses by tapping on end-to-end solutions driven by emerging technologies. **NIXT Summit** is set to inspire as more businesses across various industries – including banking, financial services, and insurance, manufacturing, government, healthcare, education, retail, and more – seek next-generation technologies to bring about transformative change and future-proof themselves.
- **AV Industry Forums** share current and upcoming AV technology applications and solutions, along with case studies. Each session focuses on a specific or a group of related industries. Collectively, the sessions cater to the spectrum of vertical markets.

For AV / IT Professionals:

- **AV Technical Seminars** provide technical updates on areas like audio, AV transport and network, conference and collaboration, as well as industry practices and trends in digital signage.
- **AV Managers Day** features case studies to delve into AV project challenges and how to overcome them.
- **TECHTALK** offers insights into technology-driven changes in the business landscape.

## Register Early

For AV and IT professionals as well as business owners and leaders, **Beijing InfoComm China 2022** is a rich source of solutions, knowledge and skills, and networking opportunities that can help organizations fortify themselves and stay ahead.

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Visitors can get the latest updates and pre-register their visit to Beijing InfoComm China 2022 at [www.infocomm-china.com](http://www.infocomm-china.com) or the Show's official WeChat account.

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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. The InfoComm series (Beijing InfoComm China, InfoComm India and InfoComm SEA) showcases the latest Pro-AV and Integrated Experience Technology products and solutions. NIXT Summit is a first-of-its-kind learning platform that focuses on end-to-end business solutions that comprise seamlessly integrated emerging technologies. Through these industry-leading events in China, India and Bangkok, 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](http://infocomm-china.com) | [infocomm-india.com](http://infocomm-india.com) | [infocomm-sea.com](http://infocomm-sea.com) | [nixt-china.com](http://nixt-china.com)

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