**FOR IMMEDIATE RELEASE**

**Beijing InfoComm China 2020 will be held on 28 – 30 September 2020: The Tech Advantage in the New Norm**

***Asia Pacific’s Leading Professional AudioVisual and Integrated Experience Technology Tradeshow Showcases Transformative Technologies that Drive Business Continuity   
in the New Normal of Continuous Disruptions***

Beijing, 8 September 2020 – The 12th edition of Beijing InfoComm China will be held on 28 – 30 September 2020, at the China National Convention Centre (CNCC) where stringent infrastructure and procedures have been established to facilitate safe management measures.

The Covid-19 pandemic has demonstrated that companies with effective business continuity plans, especially those supported by decisive implementation of previously under-tapped technologies, are better able to weather unprecedented disruptions. Some have even used today’s easy access to technology to diversify their business to gain new market share or even penetrate new market segments, and emerge relatively better prepared for sustainable growth.

**BUSINESS-CONTINUITY DRIVER**

Professional AudioVisual (Pro-AV) and integrated experience technologies are core to transformative technologies that are critical for driving successful business continuity strategies. As businesses reopen, this is proving to be a reality in the new normal. The pro-AV and integrated experience sector will continue to drive the advancement of transformative technologies, which will in turn continually evolve the economic ballgame across all industries. Companies will have to continually stay informed and ready, so as to adapt in timely manner – or risk fading out. This makes Beijing InfoComm China 2020 a not-to-miss Show for industry leaders, entrepreneurs, business decision-makers and technology professionals seeking to stay viable in the new normal, where it is essential to be disruption-ready.

**THE EXHIBITION**

Beijing InfoComm China is the premier showcase of pro-AV and integrated experience products and solutions. The 2020 edition continues to attract leading brands and solution providers. The globally-recognised line-up includes Christie, Crestron Electronics, BARCO, Epson, Panasonic, Huawei, Philips, Poly, Shure, Bose, Audio-Technica, d&b audiotechnik and Dataton AB; while established local companies include AOTO, Leyard, Absen, Liantronics, Unilumin, Changhong, TCL, Dahua, BoeGam, CASIRIS Technology, HiteVision, TAIDEN, DSPPA and MAXHUB.

With over 100 exhibitors expected to launch new products and solutions, Beijing InfoComm China 2020 is the venue for businesses to spark ideas, scout for cutting-edge solutions, and be ready for when the global market fully reopens.

“Against the backdrop of a global pandemic, this year’s presentation of Beijing InfoComm China holds greater significance as a reliable source for information on pro-AV and integrated experience solutions,” said Richard Tan, Executive Director of Organizer, InfoCommAsia. “Businesses and organisations seeking to strengthen their resilience and enhance their sustainability will be able to source for the appropriate technological solutions and partners at the Show; and gain insights into technology and marketplace developments at the Summit.”

**THE SUMMIT**

Supporting the exhibition, the Summit is a free-to-attend educational platform for transferring and exchanging research information, knowledge and insights on technological and market trends in relation to various industries. The Summit continues its collaborative strategy by working with leading trade and industry associations and publications, to ensure that presentations and discussions are relevant to current and future needs of businesses across all industries.

**NIXT CONFERENCE 2020**

Additionally, a world’s first, the Next Integrated Experience Technology (NIXT) Conference returns after a successful debut in 2019. NIXT Conference 2020 will feature a 5-session conference, focusing on the transformative power of six technologies – namely AI, IoT, Robotics, Smart Wearables, Extended Reality and 5G – on manufacturing, smart cities, smart transportation, retail and entertainment & media. Each session will kick off with a plenary keynote discussing the development of these transformational technologies and their strategic implications, followed by case study presentations of successful implementations.

**PRE-REGISTRATION**

Visitors can view the latest updates and pre-register for the Show at [www.infocomm-china.com](http://www.infocomm-china.com) or [www.ifcshow.com](http://www.ifcshow.com).

**About InfoCommAsia**

InfoCommAsia Pte Ltd. extends its influence through three marquee shows: InfoComm Southeast Asia, Beijing 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-sea.com](http://www.infocomm-sea.com/)

• [infocomm-china.com](http://www.infocomm-china.com/)

• [infocomm-india.com](http://www.infocomm-india.com/)

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Baobab Tree Event – Event Manager

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