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InfoComm China Marks Paradigm Shift in Next-gen Live Events with the AI-powered GoVIRTUAL Platform

For the first time ever, the event will transcend geographic boundaries and be accessible to technology professionals and business decision-makers from all over the world

26 February 2021, Beijing – A proponent of Professional AudioVisual (Pro-AV), Integrated Experience and emerging technologies such as artificial intelligence (AI), InfoComm China is itself walking the talk, pushing the envelope of hybrid live events with its proprietary GoVIRTUAL. Buoyed by this AI-powered platform, the show is now capable of performing intuitive business matching as well as hosting live product demos, virtual showcases and knowledge-driven webinars. The format of InfoComm China 2021 will hereby comprise the following: **three InfoComm China GoVIRTUAL Events**, each focusing on specific industry sectors; and **the Hybrid Xperience** which combines virtual and in-person formats, slated for 21 to 23 July 2021 at the China National Convention Center in Beijing, China.



Times stated are in GMT+8

“Tapping cutting-edge AI, livestreaming and Pro-AV technologies, the built-from-scratch GoVIRTUAL is born out of five months of intense development,” says Richard Tan, Executive Director of InfoCommAsia. “After a successful proof of concept at InfoComm India 2020 that has garnered plaudits from media outlets, GoVIRTUAL will now anchor all InfoCommAsia’s events, including InfoComm China.”

Elaborating on the technology, Richard says, “GoVIRTUAL addresses two critical aspects of exhibitions. One, to provide exhibitors and visitors with advanced intelligence that will facilitate better targeting of prospects

and sourcing of solutions respectively. Two, to allow exhibitors to connect with and demonstrate solutions to influencers and decision-makers who are unable to visit the in-person event due to time or resource constraints, thereby significantly expanding exhibitors' reach in the marketplace. This is a bold step that we are taking, shifting the paradigm of what exhibitions are today.”

GoVIRTUAL Reinvents the Hybrid Event Experience

While hybrid events have become the new norm, most offer passive participation. GoVIRTUAL energizes the virtual experience by incorporating elements of engagement and interaction. It offers four key features:

- **AI-driven business matching:** As each user, be it visitor or exhibitor, interacts and performs searches on the platform, the AI algorithm learns the behavior to curate a shortlist of relevant business contacts. At one glance, exhibitors can browse the leads they should be reaching out to while visitors can see the profiles of technology innovators whose solutions have the potential to transform their businesses.
- **Live product demos:** Brand ambassadors will demonstrate the salient features of their solutions to the viewers during the hundreds of live demos. With integrated video, audio and chat functions, both presenters and audience can engage in real-time 2-way conversations and share topical insights.
- **Exhibitors' virtual showcases:** Powered by livestreaming, these virtual explorations mimic the in-person experience of being on the show floor, allowing visitors to meet with a bevy of technology innovators and see their solutions up close and in action.
- **Knowledge-driven webinars:** Replete with expert insights and designed to facilitate co-learning, these sessions shine the spotlight on current business and technological challenges and trends.

InfoComm China GoVIRTUAL: Discover Technologies that are Changing Your Industry

Preceding the main event in July are three InfoComm China GoVIRTUAL Events to be scheduled on 17 March, 14 April and 20 May. Each event – functioning as a preview of the main hybrid event – will be helmed by exhibitors who will showcase solutions that are relevant to specific industries. Participants can join the live demonstrations and interact remotely with solution providers. During these events, GoVIRTUAL will collect volumes of user-behavior data that will help refine the accuracy of the business matching.

Stakeholders and business end-users can attend the preview sessions that cater to their respective industries, and thereafter maximise their interactions at the main event.

Register Early

Registration is now open at www.infocomm-china.com. Do not miss the action! Join your industry peers in discovering the solutions that are powering the post-pandemic future.

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About InfoCommAsia

InfoCommAsia Pte. Ltd. is the region's preeminent organizer of tradeshow 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:

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