

For immediate release

Beijing InfoComm China Heralds in Paradigm Shift

Raising the bar with a more expansive showcase of emerging technology-enabled Professional AudioVisual and Integrated Solutions, matched by a wider and more diverse audience reach across the globe

21 July 2021, Beijing – Beijing InfoComm China opens the doors of China National Convention Center (CNCC) this morning, welcoming technology professionals, business leaders and entrepreneurs to Asia Pacific’s premier show on Professional AudioVisual (Pro-AV) and Integrated Experience innovations and solutions.

Taking place at a time when the economy is primed for creative adaptation and exciting growth opportunities, the Show is a sought-after showcase for businesses to explore and source for innovative solutions and emerging technologies that build capacity and boost capabilities to strengthen a company’s foothold in the new business landscape.

This year’s Show is enhanced by its proprietary GoVIRTUAL platform which facilitates online participation for those who are unable to visit in person or could not spend sufficient time on the show floor. The Show is slated to run till 23 July.

ON THE SHOW FLOOR:

Wide Array of Solutions to Take Businesses Further into the New Future

Some 400 exhibitors are harnessing the Show as a platform to showcase their breakthrough products for applications such as conferencing, command and control centres, projection, digital signages, and more. Many of these innovations are catalysing game-changing Pro-AV and Integrated Experience solutions and driving the future of business and work. On show are leading Pro-AV brands including Sony, Christie, Barco, Panasonic, EZ Pro, as well as technology giants like Dingtalk Meeting, Huawei, Intel and Tencent.

The Show’s unwavering ethos for excellence is what drives new features and format changes over the years, to adapt to the ever-evolving and unpredictable environment, and meet changing needs. Beijing InfoComm China has and will continue to evolve and strengthen its position in the Asia-Pacific Pro-AV eco-system as the facilitator of prospect-targeting for

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exhibitors and right solution-sourcing for businesses. The Show will feature the best of innovations enhanced by emerging technologies that will have a positive impact on the Pro-AV industry and businesses in all industries.

TWO DISTINGUISHED SUMMITS:

Pro-AV and Integrated Experience Advancements, and Emerging Tech Solutions for Businesses

- **Beijing InfoComm China 2021 Summit**

As always, Beijing InfoComm China 2021 Summit is supported by trade associations and industry media to provide valuable insights into industry trends, technology updates and best practices from experts in the Pro-AV and Integrated Experience industries. On the first day, delegates will benefit from sharing by various luminary speakers, including the following:

TECHTALK:

A Smarter Future – An Analysis of China’s Commercial Display Market Trends
Antonio Wang, Associate Vice President of IDC China

AV Managers Day:

Open Talk of Pro-AV’s Future

Nanji Zhai, General Manager at DigiBird Technology Co., Ltd.

Over the next three days, delegates can look forward to more in-depth discussions on AV infrastructure such as building IP Network for AV and digital evolution of audio systems. Delegates who want to dive deeper into technical issues of Pro-AV applications can expect informative presentations under the **InfoCommAsia Technical Seminar**, where technical standards, security and latest development in network audio systems will be presented.

- **NIXT Summit 2021**

Into the third year, NIXT Summit is co-located with Beijing InfoComm China. It provides a platform for delegates to deep dive into solutions delivered through harnessing emerging technologies such as AI, 5G, IoT and Data. This year, selected NIXT sessions are live-streamed on GoVIRTUAL – a propriety online platform that runs alongside the in-person Show. The first day featured big-picture presentations on enterprise digital strategy, role of data analytics, the future of robotics in various verticals, and more. Upcoming sessions will discuss 5G, cloud and talent, and their impact on the market and the industry.

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AI-POWERED GoVIRTUAL

Connecting Solutions and Seekers Real-time Across Borders

A transformative milestone in the history of Beijing InfoComm China, the Show is making its in-person event accessible for virtual participation with its proprietary GoVIRTUAL platform. The AI-powered algorithms of GoVIRTUAL can intelligently and intuitively perform business matching of exhibitors with relevant visitors and purchasers. The platform also supports real-time live streaming of product demos, complete with integrated video, audio and chat functions that facilitate two-way communications between presenters and audience from anywhere in the world. This essentially expands the reach of the Show to stakeholders who would like to but are unable to attend in person.

GoVIRTUAL runs for three days, alongside the in-person Show. Attendees will have access to 65 product showcases and 12 webinars. Additionally, 11 sessions from NIXT Summit will be live streamed, thus bringing online delegates over 20 insightful learning opportunities.

Richard Tan, Executive Director of InfoCommAsia said, “Those who cannot make it in person to visit the event will have the opportunity to learn about the exhibitors on GoVIRTUAL, discover the solutions they offer through multimedia presentations and even connect with them online. We are excited to have taken this bold step to shift the paradigm of the exhibition experience. We are confident that your participation – whether in-person or via GoVIRTUAL – will bring you inspiration and a wealth of solutions to propel your business into the future.”

Vicky Yi, Executive General Manager of CNCC, the local host of Beijing InfoComm China 2021 said, “As the venue for the 2022 Olympic and Paralympic Winter Games, CNCC has repeatedly assumed the important responsibilities of hosting the nation’s countless diplomatic activities held in China, and has successfully branded Beijing as the golden hub for exhibition activities as well as an important window to showcase the ‘China Service’ to the world. We are very grateful to be hosting the 11th consecutive edition of Beijing InfoComm China at the CNCC. As we always have, the Center will continue to provide professional, streamlined, high-standard, and high-quality exhibition services, to ensure the smooth operation of this annual event for the Pro-AV industry.”

REGISTER YOUR VISIT

Beijing InfoComm China 2021 runs from 21 – 23 July, and offers valuable resources for Pro-AV players and business leaders across all industries. Get more information and register your visit –

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in-person or online – at www.infocomm-china.com or via the Show’s official WeChat account. Admission is free.

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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 | infocomm-india.com | infocomm-sea.com

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