

**InfoComm Southeast Asia 2019:
Inaugural Showcase of the World's Best Pro-AV Solutions for Southeast Asia**

At InfoComm Southeast Asia 2019, visitors will realize how Pro-AudioVisual (Pro-AV) and Integrated Experience Solutions have the power to transform every industry

Singapore, 1 March 2019 – Amongst the many emerging technologies in today's fast-changing world, Professional AudioVisual (Pro-AV) Technologies and Integrated Experience Solutions - which enhance sight, sound and experiences - are making a huge impact worldwide in transforming businesses across all industries, and is growing at a rapid pace.

Data from AVIXA – the trade association representing the global Pro-AV industry - shows that the global AV market is set to grow from US\$186 billion in 2018 to US\$229 billion in 2023¹. That growth is even more pronounced within Asia, which is poised to take the lead as the largest market as it will grow by 5.3 percent yearly to capture 36 percent of the pro-AV market by 2023.

Within that context, InfoComm Southeast Asia is launching in May 2019. Bringing over 150 exhibiting companies of global repute under one roof in Bangkok, it is the first regional platform for businesses around Southeast Asia to learn about and deploy the latest, most innovative and relevant Pro-AV technologies to their work.

It is timely given that the economies of Southeast Asia are on an upward growth path. The region is projected to move from the seventh-largest economy in the world today to becoming

¹ <https://avixa.azureedge.net/portal/docs/default-source/default-document-library/2018-iota-global-highlights-infographic.pdf>

the fourth-largest by 2050. Supporting this growth, the power of Pro-AV technologies is in how it is beneficial to every industry.

At its heart, InfoComm Southeast Asia is a showcase of the transformative power of Pro-AV technologies in enhancing communication, collaboration and operations. Visitors will be blown away by the latest advances in smart digital displays, virtual and augmented reality simulations, 3D simulations, collaborative conferencing, command and control centers and devices to create multi-sensory experiences. Big-name exhibitors include AOTO Electronics, Beijing Tricolor Technology, DigiBird, Epson, Intel Corporation, Panasonic Systems Solutions, Philips Professional Displays, Samsung Electronics, Shure Asia Limited and Vichai Trading (1983).

As Southeast Asia is also embarking on the ASEAN Smart Cities Network - where Southeast Asian nations collaborate for smart and sustainable urban development – Pro-AV technologies can play a critical role in elevating standards in public service. For instance, traffic management, defence, and public security agencies around the world have benefited from introducing top-notch command and control rooms with high-resolution video walls, and collaboration devices to facilitate central co-ordination and swift responses.

In addition to the exhibition, deeper learning opportunities abound at InfoComm Southeast Asia's Summit. It is a series of free-to-attend seminars and forums where experts with global experience in a wide array of Pro-AV solutions shed insights on the latest developments in the Pro-AV world, address AV applications to specific industries and hone in on specific technologies.

Visitors can even join special AV Tech Tours on short trips out to actual installed sites in Bangkok to study how AV solutions are effectively deployed in real-life settings. Tech Tour sites include the South East Asia Centre - a leadership development center equipped with advanced AV technology, the Prince Mahidol Hall of the Mahidol University in Bangkok which boasts state-of-the-art acoustics and staging technology, the impressive showroom of the

Electricity Generating Authority of Thailand (EGAT) and the command and control center of the Bangkok Mass Rapid Transit System.

The event is organized by InfoCommAsia - which has organized Pro-AV trade shows in Asia for more than 20 years.

Richard Tan, Executive Director of InfoCommAsia, said: "InfoComm Southeast Asia is an event which will unveil the wonders of Pro-AV technologies and Integrated Experience Solutions to a regional audience, who will also see for themselves how it can bring about transformative change in every industry, including their own."

For more information on InfoComm Southeast Asia, visit www.infocomm-sea.com

ABOUT INFOCOMMASIA

InfoCommAsia Pte Ltd, the Asia Pacific trade show arm of global AV association AVIXA, extends its influence through four marquee shows: InfoComm Southeast Asia, Beijing InfoComm China, Chengdu 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
- chengdu.infocomm-china.com
- infocomm-india.com

ABOUT AVIXA

AVIXA™ is the Audiovisual and Integrated Experience Association, producer of InfoComm trade shows around the world, co-owner of Integrated Systems Europe, and the international trade association representing the audiovisual industry. Established in 1939, AVIXA has more than 5,400 members, including manufacturers, systems integrators, dealers and distributors, consultants, programmers, rental and staging companies, technology managers, IT professionals, content producers, and multimedia professionals from more than 80 countries. AVIXA members create integrated AV experiences that deliver outcomes. AVIXA is a hub for professional collaboration, information, and community, and the leading resource for AV standards, certification, training, market intelligence and thought leadership.

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