

FOR IMMEDIATE RELEASE

## **InfoComm Southeast Asia Goes Fully Digital, with Hundreds of Real-time Product Demos and Webinars Enabled by Two-way Interactions**

*The cancelled in-person show will be replaced by  
an online show taking place from 21 to 22 October 2021*

30 April 2021, Bangkok – With travel restrictions in Asia still largely in place and infection cases on the rise, participants who have previously benefited from attending the InfoComm Southeast Asia events would not be able to safely make the annual trip this year. Show organizer InfoCommAsia is now bringing the 2021 edition right to their screens, made possible by the AI-powered GoVIRTUAL. Intensely developed over a period of five months, the platform is capable of performing intuitive business matching as well as hosting live product demos, virtual showcases and knowledge-driven webinars. **InfoComm Southeast Asia GoVIRTUAL will take place from 21 to 22 October 2021.**

“With GoVIRTUAL underpinning InfoComm Southeast Asia, we can ensure the continuity of our shows and empower business end-users and stakeholders, who no doubt are feeling the pressure of accelerating digitalization as the world gears up for a new future,” says Richard Tan, Executive Director of InfoCommAsia. “The show itself sets the benchmark for live exhibitions by harnessing the power of AI, live-streaming and Pro-AV.”

On the benefits of the platform, Richard says, “GoVIRTUAL addresses two critical aspects of exhibitions. One, to provide visitors with advanced intelligence that will facilitate the effective matching of their needs with solutions provided by exhibitors. Two, to allow influencers and decision-makers who are unable to visit the in-person event to connect with exhibitors and watch live demonstrations of products and solutions, thereby significantly increasing their knowledge of the latest cutting-edge solutions the market has to offer. This bold step that we are taking shifts the paradigm of the exhibition experience.”

### **GoVIRTUAL Reinvents the Exhibition Experience**

The platform boasts a range of innovative yet easy-to-use features that helps deepen the business experience for both exhibitors and visitors. Designed to be highly intuitive, it allows both exhibitors and visitors to visit InfoComm Southeast Asia wherever they are in the world. By incorporating elements of real-time and two-way engagement, GoVIRTUAL takes active participation for online events to the next level. It offers four key features:

- **Live product demos:** Viewers can learn about the salient features of exhibitors’ innovations during the hundreds of live demos. Thanks to integrated video, audio and chat functions, they can engage in real-time, two-way conversations with the technology experts and even share their own topical insights.

Organizer

**infocommAsia**

A Project of



Event Manager



- **AI-driven business matching:** With every interaction or search performed on the platform, the AI algorithm identifies users' needs and then comes up with a shortlist of solution providers that are most relevant to the users. Visitors can easily browse the profiles of technology innovators whose must-see solutions are impacting their industries.
- **Knowledge-driven webinars:** Promising expert insights and designed to facilitate co-learning, these educational sessions will touch on a plethora of specialized topics that are of interest to end-users and AV professionals.
- **24/7 resource hub:** All the sessions, from product demos to webinars, will be available for online access 24/7. Visitors can continuously discover the latest Pro-AV products and technology offerings, no matter where they are and the time zones they are in.

### **NIXT Southeast Asia Summit – Explore Emerging Technologies**

As global adaptation rate for digital transformation accelerates, emerging technologies are driving the development of next-generation Pro-AV solutions. Featured as part of the InfoComm Southeast Asia 2021 GoVIRTUAL program, NIXT Southeast Asia Summit deep dives into the world of emerging technologies such as 5G, augmented and extended reality, Internet of Things, artificial intelligence, blockchain and more.

The two full-day summit program is specifically designed for high-level, influential vertical market institutional end-users, system integrators and supply chain players along the entire ecosystem.

### **Register Now for InfoComm Southeast Asia 2021 GoVIRTUAL**

Registration for the fully digital event on 21-22 October is now open at [www.infocomm-sea.com](http://www.infocomm-sea.com). Join your industry peers in discovering the solutions that are powering the post-pandemic future.

### **2022 Show Dates Have Also Been Confirmed**

InfoComm Southeast Asia and NIXT Southeast Asia will return in 2022 from 19 to 21 October at the Bangkok International Trade and Exhibition Centre (BITEC). More information will be available at [www.infocomm-sea.com](http://www.infocomm-sea.com).

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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:**

[infocomm-china.com](http://infocomm-china.com) | [infocomm-india.com](http://infocomm-india.com) | [infocomm-sea.com](http://infocomm-sea.com) | [www.nixt-sea.com](http://www.nixt-sea.com)

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