

## InfoComm Southeast Asia 2022 Returns as In-Person Show in Bangkok, Thailand

*Asia's premier Professional AudioVisual and Transformative Solutions Exhibition and Summit is back for the first time since its debut in 2019, welcoming exhibitors and visitors from 22 countries*

Bangkok, 2 November 2022 – **InfoComm Southeast Asia 2022**, Asia's premier Professional AudioVisual (Pro-AV) and Transformative Technology Exhibition and Summit, opened its doors to an exciting array of solutions and ideas for AV and IT professionals and business decision-makers across all industries. The Show runs **from 2 to 4 November 2022** at the **Bangkok International Trade and Exhibition Centre (BITEC)**.

Judging by the turnout and interactions on the show floor, the business world – though already transformed by necessity from the recent pandemic – continues to evolve, to keep their customers engaged and to stay competitive in their respective industries. Visitors can expect a deeply engaging Show experience with an even wider array of innovative business capabilities to tap into.

“This year's event showcases the power of technology created by some of today's brightest innovators. What might have been considered near-future technologies is here today,” said Richard Tan, Executive Director of InfoCommAsia. “Asia stands at the cusp of a new era of opportunities for exponential growth and expansion. It is the gateway to potential rewards for companies who are early movers and leaders in their respective industries.”

### DISCOVERIES AT THE EXHIBITION

Solution-seekers across Southeast Asia, in industries ranging from education to transportation, hospitality to healthcare, retail to enterprise, will find the answers they need at InfoComm Southeast Asia 2022. Business leaders and industry professionals serious about growth beyond the post-pandemic landscape explored the latest technologies and solutions showcased by **130 exhibiting companies from 18 participating countries**. Exhibiting for the first time at InfoComm Southeast Asia are **41 exhibiting companies**, including brands like Adder Technology, Black Box, Bose, Christie Digital Systems, Jabra, Microsoft Teams, Riedel, Vega Global, and more. Among the cutting-edge innovations on show, there were **174 new product launches**.

### THE FUTURE OF IMMERSIVE EXPERIENCES

A multi-sensory showcase driven by Pro-AV solutions greeted visitors at this year's Show. **The Future of Immersive Experiences** is a walk-through 15x5 metre area that offers a sneak peek into the future of visual and immersive storytelling. It features a variety of real-time generative effects based on user interaction, projection mapping and holographic projection, converging art, technology and sensory experiences. The three key areas of experience are:

- **The Gateway to the Metaverse**, which combines key metaverse building blocks – including real-time 3D graphics, spatial technologies and advanced display interfaces – to deliver a one-of-a-kind gateway to the metaverse.
- **The Next-level of Projection Mapping**, which lets audience “see and experience” how 3D objects are projected onto real-world objects using pixel-by-pixel mapping from the virtual to the real world. A 3D Car Projection Mapping is applied to show effects and animation directly on a car-like object.
- **A New Holographic Experience**, which shows how holographic projection gives new dimension to storytelling. This technology is increasingly popular with the Location Based Experience (LBX) industry in places such as experience centres, theme parks, theatres and live performances.

This showcase is fully designed, system-built and integrated by Vega Global, in partnership with disguise. Equipment contributors include Christie, Panasonic, BenQ and Lighting & Equipment.

## HOSTED BUYERS PROGRAM and vBOOTH ENHANCE VISITOR EXPERIENCE

With much to see, personalized programs and pre-Show engagement tools made all the difference for many of our visitors.

Through the **Invited Guest Program**, InfoComm Southeast Asia welcomed **252 key and senior decision-makers who were specially invited and hosted from Singapore, Malaysia, Indonesia, Vietnam, Laos and the Philippines**. While many come from government agencies involved in education, healthcare, security, defense, transportation and citizen services; others are key industry leaders in retail, media and advertising, and real estate development.

These Invited Guests were taken on guided tours around the show floor for a personal introduction to leading solution providers and their latest technology and product offerings. Post-tour, they had the opportunity to further connect with the exhibitors and learn more about their solutions up-close.

Months before the Show, visitors were introduced to facilitative tools on the Show website. These tools include **an intuitive business matching system, information-rich vBooth** – every exhibitor has a dedicated one-page microsite to showcase their full range of as well as on-show products and solutions – **business card drop facility** and an **appointment scheduler**. Solution-seekers who fully utilized these tools were able to identify relevant exhibitors that have solutions they seek and pre-book appointments way before the Show opened, making their visit to InfoComm Southeast Asia 2022 highly productive and efficient.

## OFFSITE AV TECHNICAL TOUR TO SEE PRO-AV SOLUTIONS

The Day 2 afternoon **“Smart Traffic Systems – Expressway Traffic Management Centre and Control Rooms”** tour has been fully booked. Delegates on this tour will be taken into the very heart of command-and-control scenarios, to see how advanced technologies and control systems enable the Expressway Authority of Thailand to effectively and efficiently provide the best experience for expressway users.

## THE SUMMIT FOR INFORMED BUSINESS DECISIONS WITH INVALUABLE INSIGHTS

On opening day of **InfoComm Southeast Asia 2022 Summit**, various learning sessions across several tracks held the rapt attention of delegates. The morning **Plenary** featured a keynote on *“Technology by 2025 – Anticipating and Preparing for the Future”*, followed by a panel discussion on *“Creating A Robust and Resilient Digital Organization”*. In the afternoon, the invitation-only **Asia AV Leaders Connect** featured a keynote on *“Leadership in an Uncertain Future”*, a sharing on *“Pro-AV Business Outlook and Trends in Asia”*, followed by a panel discussion on *“Challenges & Opportunities for the Pro-AV Industry”*.

Over the next two days, delegates from AV and IT channel, as well as vertical markets can look forward to more learning sessions across dedicated tracks: AVXIA Seminars, AV Managers Day, NIXT Summit.

The concurrent 2-day **NIXT Summit** focuses on end-to-end emerging tech solutions for businesses. On opening day, it covered two broad areas. **The Future of Work** featured a keynote on *“The Future of Work, Workforce and Workplace”* and a case study on *“Optimizing the Hybrid Collaboration Experience”*. **Digital Practices** featured case studies on *“Building A Smart, Connected University to Strengthen Student Experience”* and *“Smart Airport of the Future – Creating A Seamless Passenger Experience”*, followed by a sharing on *“Securing Sustainable Future of Food through Agriculture Innovation”*.

For the full Summit line-up and latest updates, please visit <https://infocomm-sea.com/en/ifsea-summit>

## OPENING HOURS AND REGISTRATION

**InfoComm Southeast Asia 2022 runs for another two days at Hall 98, BITEC – 3 November, 10am – 6pm and 4 November, 10am – 4pm Thailand Standard Time.** Visitors can register to visit the Show at [www.infocomm-sea.com](http://www.infocomm-sea.com). Admission is free.

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

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