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## Keen Interest from Visitors at InfoComm Asia 2010

(Hong Kong, 29 November 2010) A total of 6,732 AV professionals and end-users attended InfoComm Asia 2010, the Trade Show and Summit for pro audio visual and systems integration, during its three-day run in Hong Kong which ended last week. Although this represented a slight 4% dip from its last presentation in 2008, exhibitors however noted the higher quality of visitors that attended the show. In their initial feedback, the exhibitors reported that the visitors they met at their booths displayed a keen interest in AV technologies, and were very focused in their search for information and suppliers.

AV trade professionals, i.e. channel distributors, systems integrators and consultants, make up 54% of visitors. The other 46% are vertical market end-users from a broad cross section of industry sectors such as building, retail, entertainment, event management, banking and education. Among these vertical market end-users were a 103-member delegation from China comprising trade association members heavily involved in a variety of large-scale building projects across China. 43% of visitors came from Hong Kong and 30% from China; the rest came from 55 countries and regions, mostly from Taiwan, Korea, Japan, Southeast Asia and India.

Said Ms Theresa Hahn, Director of Marketing for Verrex Corporation: "The show has been very good and exciting for us. We met people from different industries, and we're quite satisfied with the show traffic. The systems integrators and end users we met were mostly from Hong Kong, China and India. They were eager to learn about our products and solutions. We received much interest in representation." Verrex is new to Asia having just established an office in Hong Kong nine months earlier, and participated in InfoComm Asia "to introduce our brand in Asia".

beyerdynamic, a frequent exhibitor in the infoComm series of events in Asia, was equally satisfied with their participation. "Visitor quality is good," said Area Sales Manager for Asia/Pacific/India, Mr Michael Kinzel. "We met a mix of existing and new customers, including systems integrators and consultants from China, the Philippines and India. They were very focused and showed great interest in our conferencing system and conference solutions. They seemed to be highly qualified people as they were able to understand our product technology and features very quickly."

The InfoComm Asia 2010 Summit also generated much interest, with attendance running close to 850 for the Summit seminars and industry conferences. A new addition this year, the 2-day SynAudCon Workshop on Professional Sound System Design, was attended by 42 acoustics professionals. Mr John McMahon, Executive Director of Digital Products, Meyer Sound, remarked: "We had a seminar on day 1 and it was well-attended. I was surprised to see so many Chinese people who were so eager to learn."

Some 340 AV manufacturers from 25 countries and regions participated in InfoComm Asia 2010. The next InfoCommAsia event will be held in China, 13-15 April 2011. Before this, InfoCommAsia will lead a select group of manufacturers on a roadshow circuit to three cities – New Delhi, Mumbai and Bangalore – in India from 14-18 February, 2011.

InfoComm Asia [www.infocomm-asia.com](http://www.infocomm-asia.com)

InfoComm China [www.infocomm-china.com](http://www.infocomm-china.com)

#### Organizer

**InfoCommAsia Pte Ltd** is dedicated to delivering professionally organized exhibitions and events exclusively for the pro AV and systems integration industry in Asia. It is a joint venture between InfoComm International®, organizers of InfoComm, the world leading event for the audiovisual industry and MP Asia Pte Ltd, a founding partner of WEO, a regional network of professional event organizers committed to supporting fellow industry players.

InfoCommAsia events bring together global solutions and world class technology, provide access to Asia's diverse and thriving markets, and deliver expert knowledge to industry practitioners and manufacturers. Besides staging cutting-edge showcases, every InfoCommAsia event promises invaluable education and training, expert presentations, live pavilions and exciting networking opportunities, providing new age marketing opportunities for the global AV industry.

#### Sponsor

**InfoComm International®** is the international trade association of the professional audiovisual and information communications industries. Established in 1939, InfoComm's 5,000 members including manufacturers, systems integrators, dealers and distributors, independent consultants, programmers, rental and staging companies, end-users and multimedia professionals from more than 80 countries. InfoComm International® is the leading resource for AV market research and news. Its training and education programs, along with its separately administered Certified Technology Specialist (CTS) and corporately administered Certified Audiovisual Solutions Provider (CAVSP) credentials, set a standard of excellence for AV professionals. InfoComm International is the founder of InfoComm, the largest annual conference and exhibition for AV buyers and sellers worldwide. InfoComm also co-sponsors the Integrated Systems show in Europe and Russia and the InfoCommAsia shows InfoComm China, InfoComm India and InfoComm Asia.

Additional information is available at [www.infocomm.org](http://www.infocomm.org).

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