

A CRISIS IS A TERRIBLE THING TO WASTE



**When the clouds clear and markets shine bright again, where will you be?**

In the last financial crisis of 1997 Asian governments mobilized their resources to reform and restructure their economies, emerging stronger and recovering quickly from the meltdown.

Today's crisis will be no different. Asian governments have once again promptly put together economic stimulus packages, ranging from 1% to 12% of their GDP, to generate or sustain employment and encourage domestic consumption. Already, the positive effects are being seen in China and Korea.

In times like these, it is natural for companies to want to slash budgets or take a "wait-and-see" attitude. However, **winners take a proactive approach**. They don't wait for things to happen. They make what they want to happen, happen.

It is a time, in fact, to increase the marketing budget; or alternatively, to **focus on marketing that gives the best returns**. It is an investment that you need to sustain, even in bad times in order to realize gains in good times. As your competitors lie low it would not take very much to rise and be noticed and hence, **gain mind and market share**.

Enhancing the customer experience is a critical part of the process. This is best done face-to-face. A proven trade exhibition is a cost-effective way. Every visitor who comes by your booth is an interested prospect, to whom you can show your sincerity in helping him win in his business too.

We invite you to **take a bold stand for win-win results at InfoComm Asia 2010**. The following pages will show you why InfoComm Asia in Hong Kong, 17-19 November 2010, will give you the best ROI for your marketing dollar.



17-19 November, 2010  
Hong Kong Convention & Exhibition Centre, Hong Kong

Richard Tan  
General Manager  
InfoCommAsia Pte Ltd

Intelligent Home Systems  
Entertainment Technologies  
Digital Signage  
Collaborative Conferencing  
Systems Integration  
Command & Control

# ASIA: still the world's growth engine

Fortunately for developing Asia, there are still lots of room to extract growth - from domestic demand, boosting competitiveness and penetrating new markets. Also, the less developed countries in the region are relatively unaffected by the global financial turmoil as their financial markets are less integrated with the global financial system. The experience and subsequent structural reforms from the 1997 Asian Financial Crisis have put Asian economies in good stead to handle the current crisis. The World Bank thus expects that over the medium term, the countries of developing East Asia can achieve high rates of economic growth, at a pace faster than other regions, and will continue to make significant contributions to world output.

## Growth in developing East Asia, although slowing, will be higher than in all other world regions (Percent change y-y)

	2007	2008f	2009f
Developing East Asia	11.4	8.0	5.3
Dev. East Asia excl. China	6.2	4.8	1.2
Europe and Central Asia	6.9	4.2	-2.0
Latin America and Caribbean	5.8	4.3	-0.6
Middle East and N. Africa	6.0	5.5	3.0
South Asia	8.4	5.6	3.7
Sub-Saharan Africa	6.0	4.9	2.5
OECD countries	2.5	0.7	-3.0

Source: DECPG (World Bank), and Bank staff projections. (World Bank EAP Update April 2009)

Collectively, governments in the region have devised stimulus packages equivalent to 3.6% of regional GDP, aimed largely at rebalancing growth to reduce reliance on exports and strengthen domestic demand. The funds are mostly earmarked for infrastructural development such as transportation networks, health and education. These are areas in which AV technology can be applied successfully. Fusion Consulting estimates that the pro AV market in Asia will grow to US\$17.9 billion by 2010.

## Fiscal Stimulus Packages in EAP, Size, Profile, and Composition

	Size		Composition (% total)		
	Billions US\$	%2009 GDP	Tax cuts	Spending	Other *
China	586.0	12.0	5.0	95.0	
o/w: govt	173.0	3.5	5.0	95.0	
Indonesia	6.3	1.3	79.0	21.0	
Korea	53.1	6.8	51.2	48.8	
Malaysia	18.5	9.3	4.5	41.0	54.5
tax + spending	8.9	4.5			
Philippines 1/	3.6	1.8	23.5	76.5	
o/w: govt	1.5	0.8	57.1	42.9	
Thailand 2/	3.6	1.1	7.9	77.1	15.0
Singapore	13.6	8.0	25.9	45.9	28.3
Vietnam	1.0	1.0	33.1	65.0	1.9

Sources: National authorities, Bloomberg, Factiva and staff estimates. (World Bank EAP Update April 2009)

1/ Of the 330 billion peso Resiliency Package, 160 billion were part of the automatic increase in the fiscal deficit, leaving a broadly defined stimulus package of 170 billion.

2/ For Thailand, funds for reserve withdrawals (0.2 percent of GDP is excluded from number of profile over time).

These efforts have begun to show some results. In China, particularly, surveys of purchasing managers suggest optimism has rebounded. According to the World Bank EAP Update April 2009, the Purchasing Managers Index (PMI) has risen for four consecutive months – from December 2008 to March 2009, with the latest increase exceeding 50, the threshold that signals an expansion. This, it said, indicates that China's economy has arrested the downturn, and will continue to lead Asia, and the world, into positive growth. Economists forecast however that the world will recover from the current recession from mid-2010.

*Bamboos are the fastest growing woody plants in the world. Their growth rate (up to 60 centimeters (24 in.)/day) is highly dependent on local soil and climate conditions.*



# InfoComm Asia: bringing your markets to you

"The Defence Science Technology Agency has been wishing for a platform to be able to see the diverse product and technology that must be integrated seamlessly for command and control centres. I have found the ideal platform at InfoComm Asia 2008. The impressive and wide coverage of the Summit program offered several eyeopeners - very enriching"

**Tham Chee Hoong**  
Defence Science Technology Agency, Singapore

"InfoComm Asia 2008 is a very professionally organized show, well complemented and supported by a strong education conference program. And the wide and comprehensive product spectrum makes it a most efficient platform for technology sourcing."

**Himendra Ratnayake, General Manager – Operations**  
University of Auckland, Business School – New Zealand

Where else can you meet thousands of quality business contacts – face-to-face –over three days?

**More than 7,000 systems integrators and vertical market end-users from 49 countries attended InfoComm Asia 2008. More significantly, they wield a purchasing power exceeding US\$4.6 billion. A vast majority - 87% - has the authority to influence or recommend the purchase decision.**

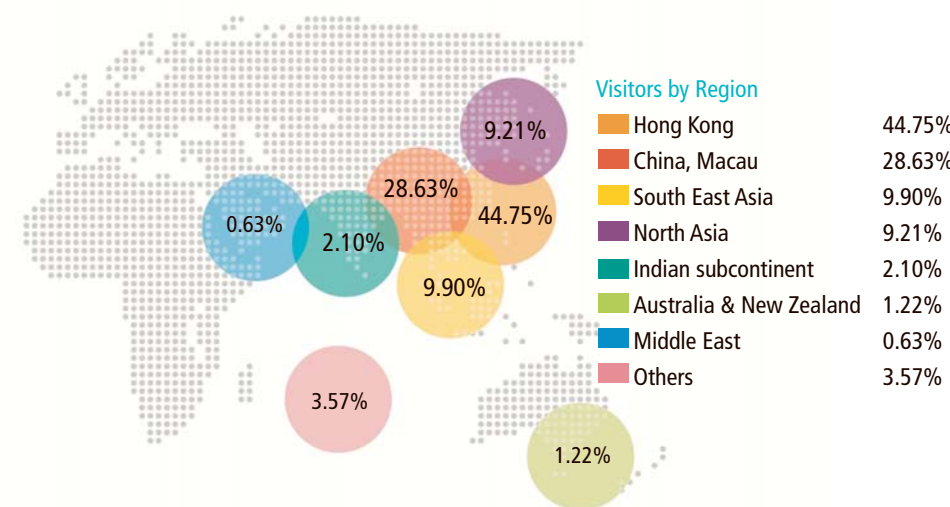
InfoComm Asia brings you your market, saving you inordinate time and expense to seek your customers and go to them individually.

We are very impressed by the high quality of the exhibits in projection, sound, control systems, conference and management systems and very advanced display systems. We hope to organize a bigger contingent to visit your next show in Beijing."

**Prof Huang and Ms Ye Qin Min**  
Hua Nan Technological University, Guangdong, China

## InfoComm Asia delivers

Total Visitors 7,035	Visitors from Hong Kong	45%
No. of Countries 49	Overseas visitors	55%
	Trade	56%
	Technology managers	44%



### End User Visitors by Industry

Business/Corporate	30.24%
Meetings/Events/Conventions	10.44%
Entertainment/Cinemas	9.72%
Education	9.20%
Government/Military	7.93%
Building Development/ Facility Management	7.29%
Hospitality and Retail	6.14%
Residential/Home Entertainment	5.42%
Transportation	4.15%
Worship	2.21%
Healthcare	1.69%
Others	5.57%

### Trade Visitors by Service Type

Systems Integrator	26.31%
Distributor	22.11%
Manufacturer	21.83%
Dealer/VAR	7.69%
Rental and Staging Company	6.28%
Independent Representative	4.36%
Video/Film Producer	4.00%
Software Publisher	2.04%
Others	5.38%

### Visitors' Product Interest

Audiovisual Technologies	39.06%
Audio, Video, Data Conferencing Equipment and Technologies	37.61%
Audio Technologies	32.70%
Acoustic Products	30.54%
Projectors	30.50%
Digital Display Equipment and Technologies	25.82%
Amplifiers and Mixers	25.22%
Computing/IT/Networking	24.77%
Digital Signage	21.80%
Cable, Connectors and Switchers	21.50%
Projection Screens and Shades	21.21%
Control/Interfacing/Distribution Systems and Technologies	19.34%
Command and Control Systems	19.03%
Mounting Systems	19.03%
Tests and Measurements	18.25%
Video Technologies	17.91%
Multimedia	17.79%
Projector Lenses & Accessories	16.59%
Electronic Whiteboards, Chalkboards and Wall Track Systems	15.78%
Lighting and Studio Support Systems	14.37%
Video Production and Editing Technologies	14.33%
Wireless Systems	13.45%
Home Theatre Technologies	13.17%
Systems Integration	12.75%
Home Networking and Automation	12.69%
Language Interpretation Systems	11.94%
Speakers	11.45%
Presentation and Training Aids	10.53%
Streaming and Webcasting	10.30%
Public Address and Intercom Systems	9.78%
Simulation Systems	9.63%
Signal Management and Processing	8.94%
Publications and Information Services	8.66%
Rack and Rackmount Systems	4.66%
Others	6.57%

"I see not only hardware and software but also applications. I am getting lots of new ideas from the show. The visit has opened my eyes to new potential markets."

**Wesley C Ngo, General Manager**  
Astech Pengson Distributors Inc, Philippines



"We have had a fantastic outcome here at InfoComm Asia. The show has far exceeded our expectations. We are especially pleased to welcome visitors from a broad spectrum of industries such as casinos, hotels, property – both residential and retail, banking, education, defence, corporate and the government sectors. And they came from all countries around the region as well."

Mr Niclas Brattberg, Vice President of International Market Development AMX

# InfoComm Asia: pro AV industry's platform of choice in Asia

InfoComm Asia 2008 is the largest pro AV show ever staged in Asia. In 2008, 226 exhibitors from 20 countries showcased their latest products and technologies over 14,000 sq m (150,000 sq ft) of exhibition space. Exhibitors included international brand leaders as well as emerging Asian brands. Many have supported the InfoComm shows in Asia since they were first staged a decade ago.

In addition, industry journals and trade associations also lent their support to promote the show to their readers and members. In all its promotion efforts, the organizer has kept its focus on developing InfoComm Asia as the platform of choice for AV professionals in Asia.



"It's our first time participating in an InfoComm Asia show. It definitely exceeded our expectations. In one day, we met more than 20 systems integrators from India, Germany, Middle East, South East Asia and also different provinces in China."

Dr Angus Ho, General Manager  
HKC Technology Ltd

- Exhibit Profile**
- Audio & video equipment
  - Command & control systems
  - Display monitor & screens
  - Digital signage systems
  - Projection systems
  - Home entertainment, security & automation systems
  - Entertainment technology for commercial, retail and entertainment facilities and public spaces
  - Systems integration

[Click Me!](#)



"We have participated in InfoCommAsia shows since 10 years ago in Singapore, and this is the most successful show we've had in Asia. We have met a lot of customers, and I think the economic crisis is a golden opportunity for our industry to establish better relationship with our customers and end-users."

Mr Tony Yeung, Director  
Crestron Ltd, Hong Kong

"Our experience after a day and a half in InfoComm Asia 2008 has been very positive. We have seen customers and potential clients from about a dozen countries. We're very pleased with the turnout, with the level of participation of key brands within the professional audio visual market place as well as our own participation here in Hong Kong."

Mr Matthew Teevan, Vice President and Director of International Sales  
Da-Lite Screen Company

## These companies participated in InfoComm Asia 2008

- 1-2-1 View Corporation
- 3D Perception A.S.
- Abtus Singapore Pte Ltd.
- ALTINEX, Inc.
- Ammamsic Technology Corp.
- AMX Asia Limited
- Analog Way
- Anthony Gallo Acoustics
- Apcus
- APO International (Hong Kong) Co. Ltd.
- Arclite Optronics Corp.
- Asia Theatre Engineering Ltd.
- Ater Technologies Co., Ltd.
- Audio Light Asia Pte Ltd
- Audio Link Systems Co., Ltd
- Audio-Visual Station
- Audiovisual Technique Ltd
- AV Stumpfl Asia Pte Ltd.
- AV Stumpfl GmbH
- Avanca
- AVerMedia Information Inc.
- AVerMedia Technology, Inc.
- AVOCENT
- B & I Resources Pte Ltd
- B & W Group Asia Limited
- Bam Distribution LLC
- Barco n.v.
- Barix AG
- Beijing Boruilianchuang Science and Technology Development Co., Ltd.
- Beijing CuanBo JiYe Electronic Co., Ltd.
- Beijing Honghe Technology Group
- Beijing Huakong Software Technology Co., Ltd.
- Beijing HuiHai Computer Technology Co., Ltd
- Beijing Leyard Electronic Technology Co., Ltd.
- Beijing Lingxun Co., Ltd.
- Beijing Tricolor Technology Co., Ltd.
- Beijing Unisonic Digi-creative Technology Co, Ltd
- Beijing ZhaoKe Electronic Technology Co., Ltd.
- Beijing ZhiFeiTengDa Tech Co., Ltd
- BeSpark Technologies Engineering Ltd.
- Beyerdynamic GmbH & Co KG
- Brahler ICS Group
- Brightstar Technology Co., Ltd.
- BroadSign International Inc.
- B-Tech AV Mounts PTE Ltd.
- B-Tech International (Hong Kong) Ltd
- B-Tech International Ltd.
- BXB Electronics Co., Ltd.
- C & C Technic Taiwan Co., Ltd
- Cabletime Asia Limited
- Cayin Technology Co., Ltd
- Christie Digital Systems, USA Inc.
- CimSoft Corporation Limited
- Cinetron Technology Inc.,
- ClearOne Communications, Inc
- Clockaudio Limited
- C-Nario
- C-Nario Asia Pacific
- Communications Specialties, Pte Ltd.
- Cosmo ProAV Co., Ltd.
- Cosmovation
- Creator Corporation (China)
- CreopsTek Solution Consultant Co., Ltd.
- Crestron Asia Ltd.
- Dalian GigaTec Electronics Co., Ltd.
- Da-Lite Screen Company Inc.
- Dataton Utvecklings AB
- Datumstruct
- Dehao Electronics Technology Limited
- Dexon Systems Ltd.
- Digital Projection Asia Pte Ltd.
- Digital Zone Co., Ltd.
- Digitran Corp.
- Dino Tech Limited
- DIS, Danish Interpretation Systems A/S
- DNP Demark
- Dongkuk Media Co
- Draper Inc.
- DT Research, Inc. Taiwan Branch
- DVICEAR
- DynaScan Technology Corp.
- Eastern Acoustics Development
- Edcom Ltd.
- Eduserve International Ltd.
- E-J Electronics Ltd.
- Electrosonic System, Inc.
- Elite Screens China Corp.
- Elmo Co., Ltd.
- Epson
- Extron Electronics, Asia
- Extron Electronics, USA
- EXVISION Technology Co., Ltd.
- EZ Control
- Fleetwood Group, Inc.
- Gefen
- Grandview Crystal Screen Co., Ltd.
- Guangdong Vtron Yutsun Electronic Co., Ltd.
- Guangzhou AVA Electronics Co., Ltd.
- Guangzhou ETKG Co., Ltd.
- Hangzhou Branch of Vesun Technology Co., Ltd
- Hangzhou Wistar Mechanical & Electric Technology Co., Ltd
- IAdesa Corporation
- IEI Technology
- Innovision Flextech Corporation
- IQ Interactive Ltd.
- JEDIA Co., Ltd.
- JingKe Education System Co., Ltd.
- Join Merit Media Holdings Ltd
- Jupiter Systems
- Just Lamps Ltd.
- Kedacom
- Key West Technology
- Kingsmark System Engineering Limited
- KMP Technology CO., Ltd.
- Kordz Pty Ltd.
- Kramer Electronics Asia Pacific Pte Ltd
- LG Electronics
- Lighthouse Technologies Limited
- Luidia
- Lumens Digital Optics Inc.
- Lutron GL Ltd
- Matrox Graphics Inc.
- Maxtek Go-Go Co., Ltd.
- Media-Go Engineering Ltd.
- Media-Go Technology Ltd.
- Medialon
- Milestone AV Technologies Limited
- Multi-Way Enterprises Limited
- Navitar Inc.
- Ningbo Dooya Mechanic & Electronic Technology Co., Ltd.
- OES Computer Corp.
- Olevia
- Opticis Co., Ltd
- Opto Tech Corporation
- Oripix Company Limited
- Oskareen (UK) Ltd.
- Padgett Communications
- Paul Clubbe (Marketing) Ltd.
- Penton Media Technologies Corp.
- Pixel Magic Systems Ltd.
- Plus In Industry Co.
- Projectiondesign
- Pro-United Technology & Engineering Limited
- Quadra Technic ICS Ltd.
- Revolabs
- RGB Spectrum
- Rondson
- RP Visual Solutions
- RSF Europe
- RTI Controls
- Sali Electronics Systems (shanghai) Co., Ltd
- Sali Limited
- Sams AVTech International Ltd.
- Sanecore Audio Limited
- Scala
- Schneider Asia Pacific Ltd.
- Screens ARE US
- Screens Goo Asia
- Senheiser Greater China
- Sennheiser Hong Kong Limited
- Shanghai Linbell Electronic Technologies Co., Ltd.
- Sharp Corporation
- Sharp-Roxy (Hong Kong) Limited
- Shenzhen Ally Industrial Co.Ltd.
- Shenzhen A-OK Technology Grand Development Co., Ltd.
- Shenzhen AOTO Electronics Co., Ltd.
- Shenzhen Grand Motor Precision Co., Ltd
- Shenzhen Huihengda Computer Technology Co., Ltd.
- Shenzhen LCJH optoelectronic co., Ltd.
- Shenzhen Qiadeng Video & Audio Equipment Co., Ltd.
- Shenzhen Reach Software Technology
- Shenzhen Star Audio-Visual Equipment
- Shure Asia Ltd
- Sichuan Ater Technology Ltd. Com.
- Sinew Technology Co., Ltd.
- Skyware Communications Limited
- Smart Technologies
- Smartisys Electronics Inc.,
- Smartliving Technologies Limited
- Snowwhite (Shenzhen) Projection Screen Co., Ltd.
- South China House of Technology Consultants Ltd
- Southern Vision Systems Inc.
- SpinetiX S.A.
- Stardraw.com Ltd
- Stewart Filmscreen Corporation
- Sun Rise Exact Industrial Co.
- Sure Well Consultants Ltd
- Suzhou Keda Technology Co., Ltd.
- Taiden Industrial Co., Ltd.
- Tandberg
- Televic nv
- Tom Lee Music Company
- TV One (China)
- TV One Asia
- TV One Limited (Taiwan)
- Ultra Active Technology Limited
- Union Control Co., Ltd.
- Vega Mfg Ltd
- Vega Technology Limited
- Venture Services, Co Ltd.
- Vesun Technology Co., Ltd.
- Vity
- Vity Asia
- Vivitek Corporation
- Vtron Technologies Ltd.
- Vulite Corp.
- Waltop International Corp.
- Wilson & Gilkes Pte Ltd
- Wincomm Technology Development Co., Ltd.
- Viture Services, Co Ltd.
- WolfVision GmbH
- Xi An Beiguang Optoelectronic Technology Co., Ltd.
- Xianrui Projection Equipment CO
- XLT Systems Pte Ltd
- Yantai Longwin Electronic Science & Technology Co., Ltd.
- Yu Kun Technology Limited
- Zhangjiagang City Jiangbin Industry Co., Ltd.
- ZhangJiaGang Redleaf Audio & Visual Equipment Co., Ltd.,
- Zhangjiagang Viewstar Technology Co., Ltd.
- Zhejiang Jinyun Xingyu Co., Ltd.
- Zhi Zhen Video Communications Science Tech Co. Ltd
- Zhuhai Restmoment Electron Co., Ltd.

## Three days of power-packed marketing opportunities

...opportunities to engage with your potential customers in creative ways:

- Show them your latest products on the **Exhibit** floor.
- Conduct a special demo of your application in the **Applications Showcase**, eg.
  - Healthcare
  - Collaborative conferencing
  - Digital signage
  - 3D cinema
  - Entertainment technologies



- Explain how your technology works in the **Manufacturers' Presentation** program.
- Present a paper on your specialty topic at the **Industry Conferences**.
- Share your technical expertise at the **InfoComm Academy Seminars**.
- Network with AV movers and shakers at the **Trendsetters Discussion** over breakfast, on industry matters such as emerging technologies, market trends and green issues.
- Join a **Technical Visit** to AV installation sites to gain some 'ground' insight on market demands and developments.

Collectively known as the **InfoComm Asia 2010 Summit**, these programs provide a variety of ways to enable your company to gain mindshare and marketshare.

# Get the best ROI for your marketing dollar!

**Act now to stay ahead. Book your booth at InfoComm Asia 2010 today by:**

- ▶ Returning the completed enclosed Space Reservation Form via email/fax.
- ▶ Contacting the organizer, event manager or our sales agent nearest to you.
- ▶ Completing the space booking form online at <http://www.infocomm-asia.com/registration-booth.php>

## Take Advantage of Early Bird Discount!

Participation Cost	(USD per sqm)	
	Member	Non-member
Bare Space Rate	430	460
Early Bird Rate*	400	430
InfoComm China 2009 Exhibitor Rate**	370	400
Shell Scheme***	38	38

\* Early bird rate applies for space contracted with deposit paid before 12 February, 2010

\*\* Rate applies to InfoComm China 2009 exhibitors contracting with deposit paid before 12 February, 2010

\*\*\* For details of shell scheme entitlement, please refer to [www.infocomm-asia.com](http://www.infocomm-asia.com)

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**infoComm**  
**asia2010**

17-19 November, 2010  
Hong Kong Convention & Exhibition Centre  
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[www.infocomm-asia.com](http://www.infocomm-asia.com)

## Show Organizer

**infoCommAsia**

InfoCommAsia Pte Ltd is a joint venture between InfoComm International® ([www.infocomm.org](http://www.infocomm.org)), organizers of InfoComm, the world's 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.

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

## Show Sponsor

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INTERNATIONAL

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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