

## InfoComm India 2010 Roadshow Post-Show Press Release

For immediate release

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### **“Good feeling” in the Indian ProAV market.**

### **InfoCommAsia Roadshow helps exhibitors to reach out and educate the market.**

This is the general consensus among a group of pro AV manufacturers and suppliers who participated in the InfoComm India 2010 Roadshow circuit of three Indian cities last week. The Roadshow, which ended its one-week run in Mumbai, New Delhi and Bangalore on 20 January, drew a total of 821 visitors. Visitors came primarily from Mumbai, Delhi and Bangalore but also from satellite cities Chennai and Hyderabad.

“The feeling was good. We met a lot of people. There are very good opportunities in India. The Roadshow was a good way to show our products to end-users and dealers,” proclaimed Pascal Berthe, Field Systems Engineer, EMEA and Alain Cayrel, Europe & Middle East Sales Director of **Jupiter Systems**. Alex C. Phoenix, Regional Manager of **Creator** agreed. “We see huge potential in India and we hope to work with suitable partners here,” said Mr Phoenix. “The Show enabled us to gather feedback to further improve our products. Our aim is to provide end-users with best experience and for our partners, highest profit margin. Creator will be setting up a liaison office in February in India with the intention of setting up a Creator India subsidiary in the near future,” he continued.

Many exhibitors, like Jupiter and Creator, saw the event as a valuable platform to reach out to the market. “I feel part of our responsibility is to educate the market, and the opportunity to do a presentation enabled us to share our product technology and solutions,” said Jeff Chen, Vice-President of **Elite Screens Inc.** “The re-sellers, whom we saw a lot of at the Show, are key to the growth of the AV industry. Having had the opportunity to reach out to them at the Roadshow was very beneficial – this is absolutely worth the investment,” he added. Michael Kinzel, Area Sales Manager Asia (Pacific/India), **beyerdynamic GmbH & Co.KG** shared his sentiment: “Compared to other trade shows, this show is more focused. The quality of visitors is better. We met a range of visitors from systems integrators to key end-users. The Roadshow provided us with the opportunity to touch base with end-users and to understand their needs,” he said.

“The organizer has also managed to bring in end-users from the schools and government, which is very positive. We know in general that Indians like to attend trade shows for sourcing and to gather information, so this Roadshow has met their needs and for us it has created further brand and product awareness in the market – it has been a very successful show for us,” Gary Tay CTS-D, Consultant Liaison Manager, Asia from **Extron Electronics Asia** added. This is the second time that Extron has participated in the InfoComm India Roadshow.

**ABTUS Singapore Pte Ltd** also had a glowing report of their participation. "This is also our second time participating in the InfoComm India Roadshow and this year seems to be even better than the first time," its representative Sunny Tan remarked. "India is a growing market. People are looking for alternative solutions and we participated as we are able to fill the needs in the mid range market with our products. Overall we have had positive response," he said appreciatively.

Exhibitors were also happy with the organization and management of the Show. "Timing of the show (in January 2010) is good as we were able to discuss our 2009 results and our plans for 2010. The marketing of the event is very good – we saw a good number of end-users, systems integrators including stake holders from the government and corporate sectors," said Michael Gopal, Managing Director of **AMX India**. The quality of visitor attendance also made an impression on **Da-lite Screens**. Said its spokesman, Adam Teevan: "Leads at this show have been tremendous – plenty of system integrators and a handful of consultants. We even noticed IT guys coming through. The Roadshow has been very valuable for Da-lite and a worthwhile investment." Marcel van der Meijis, Head of Sales & Marketing of **Barix AG** was delighted. He exclaimed: "The Roadshow over exceeded my expectations. We met visitors with real-life projects – very good quality visitors who had real needs – that's gold! The Roadshow was well organized – a professional show and the presentations were all filled, which helped us to further evangelize the concept of audio over IP." Vivekanand, Sales Director, Security & Monitoring Division from **Barco Electronic Systems (P) Ltd** thought the Show was able to generate a lot of interest from the AV industry because of the strong InfoComm branding.

Indeed, visitors came from a broad spectrum of markets, including corporates like GE India and Tata; educational institutions e.g. Delhi University and International Maritime Training Centre; events and media e.g. ACME Events India and IDREAM Production; AV rental & staging; hotels and hospitals; building & infrastructure; airports & transportation; and government departments such as the India Meteorological Department and the Department of Forest & Wild Life.

As some exhibitors had noted, there were many visitors with real needs and who were earnestly looking for solutions. For instance, Delhi University. According to Dr Ajay Gupta, a Director in the University: "Delhi University is planning major investments in AV technologies for collaborative and distance learning. We are here to understand and adopt." S L Jain, Principal of Mahavir School, had a similar quest: "We are exploring introduction of AV technologies in schools and this is the right place to be," he said.

Some had identified potential collaborators and initiated discussions. Said Dr B R Bhushan, Sr Technical Director of the National Informatics Centre, Govt. of India: "We have sensitive applications in the area of weather forecasting and two of the exhibiting companies could be of great help in application of image processing and GIS. The department is undergoing modernization and the event is of tremendous use to us." And, Mr. Mohinder Pal, General Manager of Rockland Hospitals: "We're looking for solutions in Hospital Management. Had good meetings with several exhibitors and feel we could work with them."

The Roadshow proved to be equally valuable for the visitors. “An eye opener,” said Amit Budhiraja, Director of PAN Intellectcom Ltd. “Most interesting and useful... with new products on display and focused on the upcoming global standards.”

“The seminars were mind boggling and extremely lucrative. The dissemination of information is good and only relevant companies are present,” commented Ashwani Tyagi, Senior Vice President of India News Communications Ltd.

“India is an emerging market for high end infrastructure development in the areas of commercial and residential projects. The technologies shown by exhibiting companies are very interesting and we shall be requesting our members to deploy the same while executing projects in India and abroad,” declared R P Sodhi from the Project Export Promotion Council, impressed by what he saw of the potential of proAV technologies presented at InfoCommAsia India Roadshow.

The Roadshow was organized by InfoCommAsia Pte Ltd. Richard Tan, General Manager of InfoCommAsia explained that the InfoComm India 2010 Roadshow was organized with two objectives in mind. “Firstly, to provide our exhibitors with an opportunity to understand and reach out to Asia’s fastest growing pro AV market – in this regard, we’re happy to note that our exhibitors have been more than satisfied; and secondly, for vertical market end-users in India to appreciate the relevance of InfoComm and, in particular, how they will stand to gain from visiting InfoComm Asia 2010 when it happens from 17-19 November in Hong Kong.”

The India Roadshow is a microcosm of the 350 or more exhibitors and very extensive educational programs that visitors will get to relish at Asia’s largest pro AV trade show.

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## 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

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