

# Harness The Power Of Digital Interconnect



 infoComm CHINA  
2015

8 – 10 April 2015

China National  
Convention Center  
Beijing, China

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

InfoComm China, Asia Pacific's largest pro-AV and Info-Comm show, is back. Slated to take place from 8 to 10 April 2015, it is the show's biggest edition yet. 400 exhibiting companies and over 20,000 decision-makers across all industries are set to attend. It will see the introduction of brand new features such as World Premiere, new-to-Asia products, exhibitors seeking distributors, Summit sessions in English, Audio Forum and more.

In today's digital world, technology is a fulcrum that constantly reshapes business models. To gain a competitive edge and ensure sustainable growth, businesses must tap on advanced technologies to help them operate as if the future is now. In turn, pro-AV and Info-Comm solution purveyors must become agents of change driven by one collective goal – to help their clients future-proof their businesses.

Come 2016, Asia Pacific's pro-AV market will surpass North America's to become the largest in the world. It will account for 36.5% of the global market share – that's \$41.7 billion. Part of its meteoric rise is buoyed by China's pro-AV market, which is poised to generate \$16.8 billion in 2016. This boost is underpinned by

China's advancement plans, which are spurring a fevered demand for pro-AV and Info-Comm solutions.

Where there is demand, there are players. China's pro-AV and Info-Comm market is teeming with domestic brands and its magnetic pull has regional and international companies flocking to the country. This influx of companies – and their suite of products – is welcoming news for solution seekers and industry players alike. For solution seekers, more trailblazing products that can propel

their respective sectors are now within reach. Industry players will also relish the opportunities to touch base with luminaries who can expand their own product offerings. And InfoComm China is where these stakeholders meet.

2015 marks the show's 10th instalment – and a decade of bringing solution providers and end users together with the objective of advancing the collective expertise. Figures are expected to hit a record high. More than 400 exhibiting companies will showcase their





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innovations over a 50,000 sqm floor space occupying 7 halls at the China National Convention Center. With brand new show features, opportunities for growth will reveal themselves at every turn for all industry players and solution seekers.

### Experience the Revolution

The World Premiere is an InfoComm China first. This platform will see the exclusive unveiling of innovations by companies such as Bosch, Mt. Titlis, Bright AV Solutions and BXB Electronics. Their solutions will change the way businesses operate.

Bosch is no stranger to groundbreaking developments and its product will give new meaning to smart offices. "We are adding a new system to the DCN multimedia family," says Fu Yun Ping, General Manager (China), Bosch (Shanghai) Security Systems Ltd. "It is one that can keep pace with the latest wireless technologies."

Another product to watch is Mt. Titlis's one-of-a-kind console, a boon to industries where operational efficiency is a requisite. Physical constraints will be a thing of the past as the console will cater to one's ergonomic requirements. This solution will herald the era of a truly seamless workflow.

### The World's Cutting-edge Solutions in Action

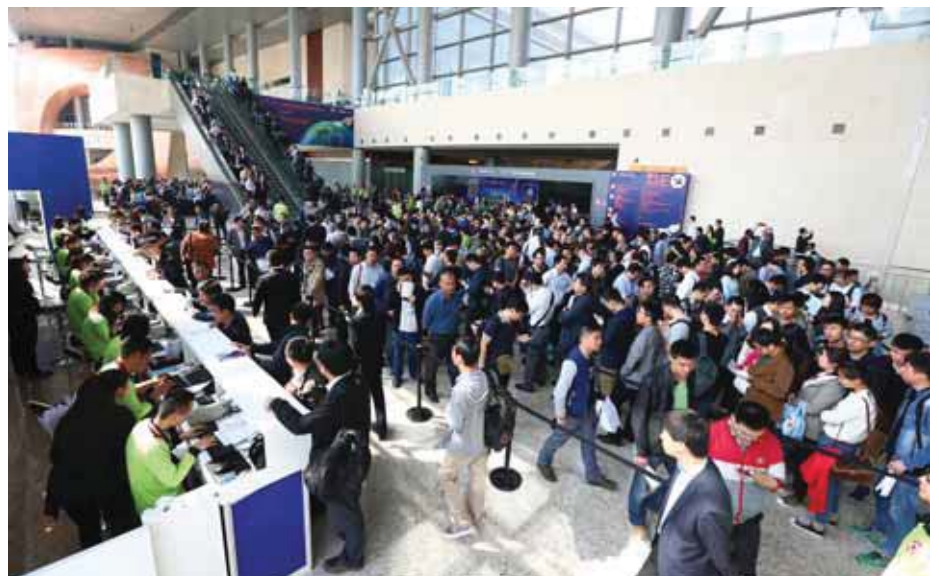
InfoComm China continues to pulsate with excitement as it shines a spotlight on new-to-Asia products. Companies like Xilica and Gefen share the sentiment that Asia Pacific is a springboard for global success, and are tapping InfoComm China to introduce their highly-lauded solutions into regional markets.

Xilica's new digital processor packs superb audio delivery and DSP flexibility in one nifty product while Gefen has made the delivery of 4K Ultra HD

content flawless with its ToolBox line. The entry of these and other solutions marks a new era for all in Asia Pacific.

### Connecting & Transforming Businesses

The show's swelling reputation has made it a must-attend event. This year, many local and international brands will be exhibiting at the show for the very first time. This addition has augmented InfoComm China's showcase of products and solutions, offering more to see and discover for businesses that want to enhance their capabilities. Visitors can







expect big names like Beijing Bright Technology, which supplies Barco projectors, and Datapath, an established name in computer graphics and wall display technology.

The show will also be a playground for pro-AV and Info-Comm channels. Sourcing for the next trendsetting product is now a cinch. They can enjoy face time with international brands such as Blackmagic Design and dnp denmark, which are planning to take their products farther into China; or local brands such as Digibird and Creator, which are looking to break into the international arena. Conversely, distribution companies like COMM-TEC, which has presence throughout Europe and Asia, can bring companies onto the world stage.

### Stay Current with Learning Opportunities

Another marquee highlight of InfoComm China is the Summit. It comprises three programmes: InfoComm University

Seminars, Industry Forums and Manufacturers' Presentations. While sessions in Chinese continue to be well-subscribed, the Summit will now feature sessions in English to cater to InfoComm China's increasing global visitorship.

Speaking at this year's Summit are experts from Sony, Extron Electronics, Pacific Audio Consulting and many more. Topics will span from exploring networked audio protocols to the use of Info-Comm technologies as disaster management tools. Through market insights and case studies, the Industry Forums will raise the calibre of professionals in various sectors, including

hospitality, entertainment, education, building, corporate IT and others.

With the launch of Audio Forum, learning opportunities at the Summit will increase manifold. This platform is where audio professionals will come together to share and learn the latest audio technologies and trends.

The continual evolution of InfoComm China to pre-empt the needs of pro-AV and Info-Comm providers and solution seekers contributes to the show's winning formula. Be at the show to witness the rippling benefits of pro-AV and Info-Comm technologies combined.

## Win an \*iPhone 6!

Admission to InfoComm China 2015 is FREE  
Beat the crowd and enjoy convenient entry.

Pre-register your visit online and stand a chance at  
winning the most coveted iPhone in the market.

[www.infocomm-china.com](http://www.infocomm-china.com)  
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\*The organiser reserves the right to replace lucky draw prizes  
with items of similar or equal value without prior notice.

### InfoComm China 2015 Summit - English sessions

8 April 2015 | Room 2 (403)

1100-1150	Trends & Challenges in Conference Systems Bart Deschodt, General Manager, TELEVIC Conference
1400-1450	Addressing Common AV Installation Challenges with HDBaseT Udi Delgoshen, Sales & Business Development Director APAC, Valens
1500-1550	Math for Audio and Acoustics Rob Baum, Owner, Pacific Audio Consulting
9 April 2015   Room 2 (403)	
1500-1550	The Exploration of Networked Audio Protocols: AVB, CobraNet & Dante Kane Zhang, Asia Pacific Senior Applications Engineer, Biamp Systems
1600-1650	Technologies and Methods to Seamlessly Mix Live Video, Stock Footage and Imagery During Events Fredrik Svahnberg, General Manager, Project Sales, Dataton AB



# THE POWER OF DIGITAL INTERCONNECT

**The AV industry is dictating how we operate, think and plan for the future. Be inspired at this foremost gathering of leading proponents. Become the next trailblazer.**

**InfoComm China 2015** presents a hotbed of ideas for designers and suppliers of AV and Information Communication Technology. No other event gathers as many inventors, creators and leading minds in the industry. Network, browse and discover key partners for your business to leap forward.

Looking for AV and Info-Comm inspirations or solutions? You'll find them here. This is the platform where you can brainstorm, explore and germinate new ideas with industry players. Trying to take your creations to market? Meet your champions and marketers here. With over 360 exhibitors from 31 countries, you are bound to find what you need. Visit InfoComm China 2015 and power up your AV business.

Attendance is free. Sessions in English are available for regional visitors.

Pre-Register for FREE Attendance!  
[www.infocomm-china.com](http://www.infocomm-china.com) or [www.ifcshow.com](http://www.ifcshow.com)  
Pass Code: BB001 (\*Please key in Pass Code when pre-registering)

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