

CHINA PRO-AV MARKET: AWAKENED DRAGON

Largest market in Asia Pacific, and increasingly expanding its lead over other sub-regions.*

- Projected value of \$15.3 billion by 2015.*
- Overtakes America in projector sales – 1.8 million units vs America's 1.6 million in 2013 – for the first time.**
- Asia Pacific now biggest market in the world, surpassing North America in Pro-AV sales.*

* Preliminary findings from 2014 InfoComm International® AV Market Definition and Strategy Survey

** PMA Research

InfoComm China: SPURRING PHOENIX

- Entering its 10th presentation in 2015.
- Premier showcase of advances in Information Communication (ICT) and Pro-AV technologies.
- International line-up of Pro-AV systems manufacturers, with many brand leaders.
- Reaching out to more than 100,000 Pro-AV professionals and purchasers from diverse industries in China (Education, Transportation, Healthcare, Entertainment, Corporate IT, etc).
- Delivering serious sales enquiries from decision makers and purchase influencers.

InfoComm China 2014

259 EXHIBITORS

20,738 VISITORS

3,455 SUMMIT ATTENDEES

PERFECT MATCH



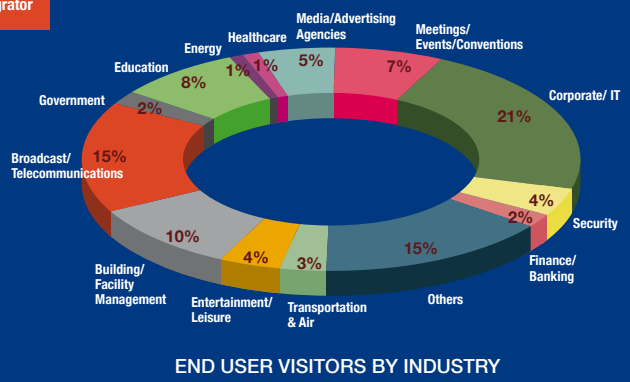
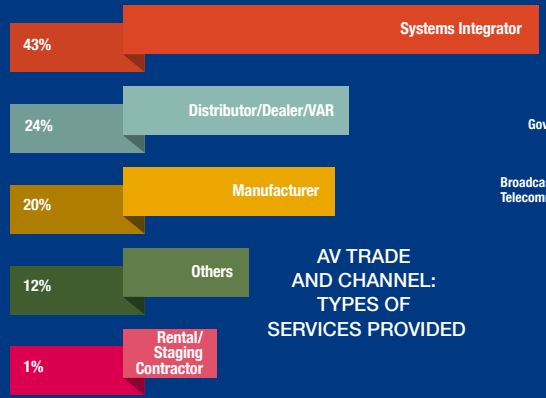
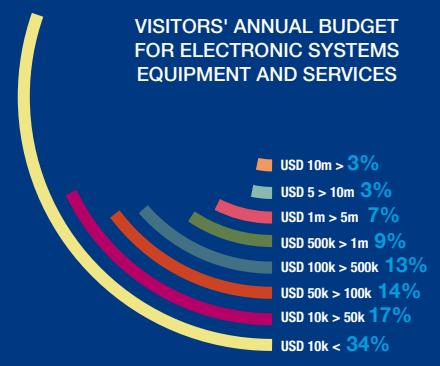
 **infoComm** | CHINA
2015

8 - 10 April 2015
China National Convention Center (CNCC)
Beijing, China
www.infocomm-china.com

InfoComm China 2014 Visitor Profile

TOTAL NUMBER OF VISITORS		20,738
AV Trade and channel		64%
Vertical market end users		36%
VISITORS FROM CHINA		97.3%
Beijing		63.6%
Guangdong Province		5.7%
Shanghai		5.3%
Jiangsu Province		2.9%
Shandong Province		2.5%
From 25 other cities and provinces		20.0%

OVERSEAS VISITORS		2.7%
Taiwan		24.8%
Hong Kong		21.7%
South Korea		16.8%
USA		4.9%
Japan		4.9%
From 25 other countries		27.0%



VISITORS' PRODUCTS OF INTEREST	
3D Technology	44%
Acoustic Products	36%
Amplifiers and Mixers	24%
Audio Technologies	29%
Audio Visual Technologies	39%
Audio, Video, Data Conferencing Equipment & Technology	33%
Cable, Connectors & Switchers	14%
Computer/IT/Networking	23%
Command & Control Systems	16%
Consoles	14%
Control/Interfacing/Distribution Systems and Technologies	15%
Digital Signage	12%
Display and Monitors	24%
Electronic Whiteboards, Chalkboards & Wall Track Systems	16%
Furniture	3%
Home Networking & Automation	9%
Home Theatre Technologies	13%
Language Interpretation Systems	9%
Lighting & Studio Support Systems	11%
Mounting Systems	6%
Multimedia	21%
Measurement & Test	4%
Projectors	8%
Projection Screens & Shades	17%
Projector Lenses & Accessories	12%
Public Address & Intercom System	9%
Presentation & Training Aids	6%
Publications & Information Services	9%
Rack & Rackmount Systems	6%
Signal Management & Processing	9%
Simulation Systems	7%
Speakers	12%
Streaming and Webcasting	10%
Systems Integration	20%
Video Production and Editing Technologies	9%
Wireless AV Systems	11%
Others	7%

IN PERFECT HARMONY

Just as the 'yin' energy of the phoenix perfectly complements the 'yang' force of the dragon, **InfoComm China** supports and spurs the China Pro-AV and Information Communication market.

For more than a decade, **InfoComm China** has been consistently nurturing the Pro-AV industry in China, bringing in international experts to help increase the range of product availability and service standards of the industry. It has generated and garnered the interest of thousands of local users and systems integrators who flock annually to update and learn about global trends and latest technologies.

Interest in fact has been growing rapidly, with each **InfoComm China** presentation attracting more visitors, rising from 8,525 in 2007 to 20,738 in 2014. The rise in Summit delegate numbers was even more impressive: from 158 in 2007 to 3,455 in 2014.

These visitors and delegates are not merely curious or passive onlookers. More than 90 per cent of them hold the power to purchase or recommend Pro-AV systems in their organizations.

As China pursues quality and efficiency in its new economic growth model, **InfoComm China 2015** will continue to play its vital role in connecting buyers and sellers of Pro-AV and ICT systems in China.

A PERFECT MATCH. DESIGNED FOR YOU.

GLIDING AHEAD

Not only is China leading the Asia Pacific to become the largest Pro-AV market in the world today, it is also increasingly widening its lead over the other sub-regions. This is the latest findings from InfoComm International® 2014 Global AV Market Definition and Strategy Study, which also indicates that the Asia Pacific has overtaken America in global Pro-AV sales. The China market alone is projected to be worth almost twice the size of the entire EU Pro-AV market - at \$15.3 billion - by 2015. No wonder, then, that the world's leading Pro-AV manufacturers are actively engaging in China.

The sheer potential of the China market is reflected in this World Bank commentary that if its 31 mainland provinces were regarded as independent economies, they would be among the 32 fastest-growing in the world.

More specifically, China's 2014-2020 Urbanization Plan as the engine for growth involves delivering efficient public services for quality living to its people. This augurs well for the AV and ICT industry. Innovative systems will be needed to equip the increasing number of transportation hubs across the country, to modernize education and healthcare facilities, and to offer world-class entertainment and communication networks. Private and public organizations are rapidly embracing new technology to improve service standards.

China's vast geography and deeply entrenched cultural values make it imperative for foreign investors to forge strong partnerships with local counterparts. Developing a good reputation takes time and inspiring customer confidence requires sustained effort. InfoComm China, with its long and continuing commitment, is a proven platform for building successful partnerships in China.

Let InfoComm China help you glide ahead in the China Pro-AV and ICT market.

BOOK IT

Exhibit space is allocated on a first-come-first-served basis.

Participation Rates	Member (USD per sqm)	Non-members (USD per sqm)
Standard Bare Space Rate	430	460
Loyalty Bare Space Rate (InfoComm China 2014 Exhibitors Only)	380	420
Shell Scheme package	42	42
Double Storey Surcharge (For booths of less than 150 sqm)	140	140

Shell Scheme Package includes:

- Wall partitions
- Fascia board with booth number and company name in English
- Needle punch carpet
- Furniture and electrical entitlement (refer to www.infocomm-china.com for details)

EXHIBITS

- 3D Technology
- Acoustic Products
- Amplifiers & Mixers
- Audio Technologies
- Audio Visual Technologies
- Audio, Video, Data Conferencing Equipment & Technologies
- Cable, Connectors & Switchers
- Computing/IT/Networking
- Command & Control Systems
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- Home Theatre Technologies
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- Lighting & Studio Support Systems
- Mounting Systems
- Multimedia
- Measurements & Test
- Projectors
- Projection Screens & Shades
- Projector Lenses & Accessories
- Public Address & Intercom System
- Presentation & Training Aids
- Publications & Information Services
- Rack & Rackmount Systems
- Signal Management and Processing
- Simulation Systems
- Speakers
- Streaming and Webcasting
- Systems Integration
- Video Production and Editing Technologies
- Wireless Systems

“ This is our first time exhibiting at InfoComm China. Our company is headquartered in Germany, and we've only set up our Asia office last year. Our family of brands falls mainly in AV media technology and facilities management, and we hope to introduce our product development in these areas at InfoComm China 2014. The response over these few days has been very positive. The show has great atmosphere; we received enquiries from many potential buyers - these are AV professionals, with very high levels of relevant expertise. ”

Mangus Lam
Technical Manager
COMM-TEC Asia Ltd.

“ This show is very targeted and attracts a largely professional audience. Visitors were mostly here with a purpose. We were able to get in touch with some of our existing customers, and also make contact with new ones, including some from overseas. There were also visitors from Hong Kong, Guangong Province and other parts of southern China, coming to our stand. We even had a Russian customer who took a very strong interest in our brand and expressed an intention to cooperate with us. ”

Hu Yu
Deputy Manager, Marketing
Beijing Pacific Budee Technology
Development Co., Ltd.

“ The scale of the show has been growing from strength to strength. The number of visitors to our booth has been increasing too, year after year. This shows the expanding influence of the event, which in turn enables it to attract more professional visitors from China and Asia. ”

Jin Wangyang
Marketing Supervisor
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Organizer

infoCommAsia

Infocomm Asia Pte Ltd is the Asia Pacific regional subsidiary of InfoComm International.

InfoComm International is the international trade association of the professional audiovisual and information communications industries. Established in 1939, InfoComm's 5,000 members include 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 Middle East & Africa.

Additional information is available at www.infocomm.org

“ My greatest impression this year is the significant increase in the number of audio exhibitors and audio products. Sennheiser, Shure, Audio-Technica, BXB, D&B and all the major brands have their latest products on exhibit. I have managed to find some suitable suppliers for some of my ongoing projects, and we will take our discussions further in terms of collaboration. ”

Zhou Yun
Sichuan Xun Hao Lighting
and Sound Systems
Engineering Co., Ltd.

“ This year's exhibition is the largest ever, in all the years that I had visited the show. As a systems integrator, this is the best place to look for suppliers, whether it is for commercial splicing screens, matrix switchers, conferencing systems, digital signage or audio and multimedia equipment. I can get literally every audiovisual product and technology, including even small accessories like microphones, brackets and cables. ”

Zhang Shaogang
Deputy General Manager
Beijing Lanxum New
Technology Co., Ltd.

A project of:

infoComm **75**
INTERNATIONAL
BEHIND EVERY AV EXPERIENCE YEARS