

FOR IMMEDIATE RELEASE

## **InfoComm India 2021: Fully-digital, Powered by Live-streaming Technology, Promises Hundreds of Real-time Product Demos and Webinars**

*The cancelled in-person show will be replaced by a fully digital show taking place from 15 to 16 September 2021*

15 June 2021, Mumbai – COVID-19 infections remain high in India, bringing about a volatile and uncertain situation. The conditions to deliver a safe and successful show for both local and international participants remain challenging. As such, show organizer InfoCommAsia has decided to deliver the 2021 show, originally slated for 15 to 17 September, as a fully digital edition powered by the AI-enabled GoVIRTUAL. **InfoComm India GoVIRTUAL will take place from 15 to 16 September 2021.**

InfoComm India was the first show of InfoCommAsia to be delivered on GoVIRTUAL in 2020. The platform is capable of performing intuitive business matching as well as hosting live product demos, virtual showcases and knowledge-driven webinars. The inaugural fully-digital show garnered substantial interest from both exhibitors and visitors, who benefited from its AI-enabled business matching and real-time, two-way communication tools. This year, InfoComm India 2021 GoVIRTUAL promises an even more streamlined user experience, empowering business end-users and stakeholders with capability to discover much-needed products and solutions for a post-COVID world.

Through the harnessing of AI, live-streaming and Professional AudioVisual technologies, InfoComm India GoVIRTUAL elevates the digital experience of a live exhibition. Richard Tan, Executive Director of InfoCommAsia explains, “GoVIRTUAL addresses two critical aspects of exhibitions. One, to provide visitors with advanced intelligence that will facilitate the effective matching of their needs with solutions provided by exhibitors. Two, to allow exhibitors to connect with and demonstrate solutions to influencers and decision-makers who are unable to visit in-person events, thereby significantly expanding exhibitors’ reach in the marketplace. This bold step that we have taken shifts the paradigm of the exhibition experience.”

### **GoVIRTUAL Reimagines the Live Exhibition**

The platform offers innovative yet easy-to-use features that deepen the business experience for both exhibitors and visitors. Designed with real-time and two-way engagement in mind, GoVIRTUAL facilitates active participation not just from the exhibitors but also the visitors. It offers key features including:

- Exhibitors’ virtual showcases, including live product demos with integrated video, audio and chat functions so visitors can interact with exhibitors in real time
- AI-empowered business matching
- Free access to a 24/7 online database of global solution providers, products and services, as well as a hub of industry insights.

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## Two-day Knowledge-driven Webinars

A staple of the show, InfoComm India Summit offers a multitude of free educational sessions led by industry experts. The sessions delve into how Pro-AV and Integrated Experience technologies are disrupting businesses across all sectors. This is where AV and IT professionals as well as business end-users can keep their fingers on the pulse of their respective industries.

Conducted by AVIXA, these seminars allow AV and IT professionals as well as technical and professional end-users from various industries to acquire in-depth technical skills and knowledge. AVIXA is the official organization representing Pro-AV and Integrated Experience solution providers worldwide.

For institutional business end-users, there will be Industry Forums addressing the latest, hot-button topics. These sessions will feature real-life project case-studies and in-depth discussions led by panels that include industry experts. Highlights include the following:

- Corporate – Building a hybrid working environment
- Real Estate and Infrastructure – Urban development and planning for 21<sup>st</sup>-century living
- Government – Cybersecurity for heightening defense and homeland security, the rise of a contactless economy and the need for digitalization
- Education – A look at the new reality of national education
- Tourism – Using AR and VR to shape immersive experiences
- Transport – Transportation infrastructure powering the future of India

Registration for InfoComm India 2021 GoVIRTUAL is now open at [www.infocomm-india.com](http://www.infocomm-india.com).

## 2022 Show Dates Have Also Been Confirmed

InfoComm India will return in 2022 from 5 to 7 September at the Bombay Exhibition Centre. More information will be available at [www.infocomm-india.com](http://www.infocomm-india.com).

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## About InfoCommAsia

InfoCommAsia Pte. Ltd. is the region's preeminent organizer of tradeshows for the Professional AudioVisual (Pro-AV) and Transformative Solutions industries. Through industry-leading shows in China, India and Southeast Asia, InfoCommAsia connects global and regional solution providers, vertical market end-users and the supply chain with the most important markets of Asia Pacific.

## Additional information is available at:

[infocomm-china.com](http://infocomm-china.com) | [infocomm-india.com](http://infocomm-india.com) | [infocomm-sea.com](http://infocomm-sea.com) | [www.nixt-sea.com](http://www.nixt-sea.com)

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The logo for InfocommAsia, with "infocomm" in blue and "Asia" in orange.

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