InfoComm India Returns – Fully-digital for the Second Year Running!

India's premier Professional AudioVisual and Integrated Experience Technology Show
is all set to take delegates through two days jam-packed with
over 150 live technology demonstrations and 40 industry-focused learning sessions

07 September 2021, Mumbai – Riding on the wave of a $5.4 billion telemedicine market and a $16.8 billion hotel sector by 2025 as well as a $30 billion ed-tech industry by the end of this decade, India's AV market is on track to chart exponential growth. A $375 billion tech boom, as Bloomberg forecasts, is set to take root in the country as well. Every industry – from public service to retail, enterprise to tourism – will be transformed. Even in this difficult climate, technology innovators, consultants and business end-users must still have a platform where they can connect, ideate and kickstart projects that will spur India's digitalization.

Since 2013, InfoComm India, the country's premier Professional AudioVisual (Pro-AV) and Integrated Experience Technology Show, has played a pivotal role in bringing together the region's technology innovators and industry stakeholders. In 2020, when COVID-19 threatened its continuance, organizer InfoCommAsia swiftly developed GoVIRTUAL from scratch, and the show pivoted to a fully-digital format. The AI-powered platform is capable of performing intuitive business matching as well as hosting real-time interactive live product demos and knowledge-driven webinars. InfoComm India GoVIRTUAL is set to return once again this year from 15 to 16 September 2021. The show is set to feature over 50 brands and manufacturers, more than 150 interactive live product demos and 40 webinars in total.

"This is the second year we are delivering InfoComm India via our GoVIRTUAL platform instead of an in-person show," says Richard Tan, Executive Director of InfoCommAsia. "We have built and offered this intuitive solution at no charge to almost all our exhibitors, but at great expense to ourselves. This, however, is the right decision because we aim to be a pillar that India's Pro-AV and Integrated Experience technology industry can lean on. The show will allow exhibitors to generate business opportunities and give end-users the chance to pinpoint areas of growth. When normality returns to our lives – and it will – the collective industry will emerge stronger than ever, becoming the lynchpin of an economic powerhouse."

Comprehensive Industry-focused Case Studies and Knowledge-driven Seminars

Augmenting the show is a comprehensive InfoComm India Summit which offers a multitude of free educational sessions where industry experts share insights and experiences, and spur ideas. This year's Summit will center on two main formats: Industry Forums and AVIXA Seminars.

The **Industry Forums, each spanning 90 minutes**, comprise project case studies that address major challenges faced by vertical markets, followed by panel discussions featuring leading industry experts and practitioners. These forums are set to feature hot-button topics, including:
- **Urban Development and Planning**
- **Digital Government**
- **The Future of Tourism**
- **Future Workplace Design**

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- **Reimagining Education**
- **Cyber Security for Deference and Homeland Security**
- **The Future of Elections in India**

AV professionals keen to delve deeper into technical issues of Pro-AV applications can look forward to the **AVIXA Seminars**. These are specialized seminars led by subject matter experts and designed to enhance the AV professional's technical skills and knowledge. Over the two event days, Pro-AV professionals can look forward to in-depth discussions on a plethora of topics such as the latest technologies for new commercial real estate, user experience in technology design, the future of conferencing and collaboration, and updating corporate and education infrastructure with hybrid solutions.

GoVIRTUAL Reimagines Live Exhibition

GoVIRTUAL 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 four key features:

- Exhibitors' virtual showcase, including live product demos via livestreaming with integrated video, audio and chat functions so visitors can interact with exhibitors in real time
- AI-empowered business matching for effective and efficient solutions identification and collaborative networking
- Free access to a 24/7 online repository of global solution providers, products and services, as well as a hub of industry insights
- Real-time one-to-one or small-group meetings with solution providers

Registration is Open

InfoComm India 2021 GoVIRTUAL runs from 15 to 16 September, 10am to 6pm Indian Standard Time. Get more information and register your visit online at www.infocomm-india.com. Registration is free.

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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 | infocomm-india.com | infocomm-sea.com

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