

CommunicAsia and BroadcastAsia Set to Shape the Future of Technology and Communications

2012 Editions Will Spotlight on Emerging Industry Trends and Technologies

Singapore, Jan 31, 2012-(ACN Newswire)-CommunicAsia and BroadcastAsia, the most established infocomm technology (ICT) and media communications event of its kind in Asia, is poised to return with a large showing. Both shows have seen more than 85 per cent of their exhibition space taken up by exhibitors, with five months to go before the event - held from 19 to 22 June 2012 at the prestigious Marina Bay Sands and award-winning Suntec Singapore respectively. As the premier global business networking platform and launch pad for companies to introduce cutting-edge technologies and solutions, CommunicAsia2012 and BroadcastAsia2012 will highlight pertinent industry developments and address emerging trends as well as provide enhanced networking opportunities for industry professionals from around the world. EnterpriseIT, held in conjunction with CommunicAsia, will showcase innovative applications and end-to-end solutions across the entire value chain and transform the way companies operate and communicate internally and beyond. And once again, the event will present Asia's largest contingent of satellite companies witnessed at any single event. "CommunicAsia and BroadcastAsia today are the only truly international shows in Asia where business professionals across a range of industries come together in one city for one week. Strong support and endorsement from over 20 leading trade associations including Asia-Pacific Broadcasting Union (ABU), Asia-Pacific Satellite Communications Council (APSCC), Asia-Pacific Telecommunity (APT), Singapore Infocomm Technology Federation (SiTF) and others, helps to strengthen our mix of industry-leading exhibitors and visitors from across the globe," says Mr. Victor Wong, Project Director of Communications Events, Singapore Exhibition Services (SES). "We are proud to provide an efficacious launch pad for our exhibitors to showcase the latest and best that technology has to offer. This exclusive platform continues to play a pivotal part in driving the conversation for development within the industry." Following the success of last year's event, which attracted a total of over 53,000 professional attendees from more than 100 countries, attendees to this year's shows can look forward to a myriad of the newest technologies, products and solutions from 2,000 multinational and small and medium companies. Visitors can avail of opportunities to listen to industry luminaries, network with business leaders and government officials and forge business partnerships. CommunicAsia2012: Shaping Vision, Creating Reality CommunicAsia2012 will feature breakthrough developments in NextGen Networks and satellite technology, as well as a sneak peek into the latest market-ready devices and mobile apps and solutions and dynamic industry deals set to alter ICT in Asia and beyond. Leading returning exhibitors include Falcon Interactive, FiberHome, Globecast, Inmarsat, Intelsat, Irdeto, Netop Technology, PCCW Global, Prysmian, Rosenberger, ST Electronics, Tektronix and Tata Communications; new participants include Anritsu, Aver Information, Hitachi Critical Facilities Protection and Novelsat. Fastidiously designed to meet the evolving needs of the global technology community This year's show will provide more exhibition space and hospitality suite options for exhibitors. There will be more than 20 international group pavilions, including representation from Australia, Belgium, Brunei, Canada, China, France, Germany, India, Indonesia, Israel, Korea, Malaysia, Singapore, Taiwan, UK, USA and more. Five Techzones, focusing on 'Fibre' for NextGen Services, Cloud Services and Security, M2M, mCommerce and Telepresence - will feature cutting-edge products, technologies and solutions, presenting the most relevant and current solutions for businesses and enterprises across the value chain. Setting the stage for global industry leaders to share their knowledge, the CommunicAsia2012 Summit will offer distinctly titled forums and workshops that address the most compelling issues and challenges for the ICT industry with the spotlight on mobile-driven trends this year. Extended sessions dedicated to mobile-focused topics encompassing m-Commerce, Mobile VAS, and Mobile Security issues will be added to the conference, alongside the latest tracks on Mobile Payments, Mobile Health, Customer Experience Management (CEM), and OTT Business Models. In conjunction with CommunicAsia2012, EnterpriseIT2012 is expected to take up 40 per cent of exhibition space at Marina Bay Sands, with exhibitors comprising international software and IT systems providers, and companies offering enterprise solutions. These include key companies such as Consistel, CrimsonLogic, Emerson Network Power, Extreme Networks, Mindwave Solutions, NComputing, Planet Technology Corporation, Providence Solutions, SecureAge Technology, Starvision, Stellent Solutions and Terra Systems. In addition, the CommunicAsia2012 Summit sessions will also feature tracks dedicated to enhancing enterprises' capabilities, especially towards mobile technologies and applications such as M2M, mCommerce, Cloud Computing and more. These topics will cater to companies in the healthcare, retail, hospitality and other sectors. BroadcastAsia2012: Integrating Technologies, Experiencing Content Asia's leading digital media, entertainment and film industry event, BroadcastAsia continues to move beyond broadcasting to highlight the convergence of technologies and solutions relevant to the fast-changing media landscape. BroadcastAsia2012 will showcase a global array of the latest technologies, applications, equipment and solutions in Film, Audio and TV with a spotlight on Multi Streaming Technologies, Hybrid Broadcast Broadband TV (HbbTV), Playout Services, Pro-Audio Technology, Over The Top (OTT) Technology, Cloud Broadcasting and Digital Radio. Returning exhibitors at the show include ATG, Blackmagic, Evertz, EVS, Gospell, Grass Valley, Harmonic, Harris, Miranda, Salzbrenner Stagetec, Sennheiser, Snell, Tektronix, VSN and more. The exhibition welcomes some new exhibitors - Envivio, Hitachi Kokusai Linear, Ideal Systems, Nippon Electronics, NTT Electrics, Pliat and Toshiba among others - and locally-based companies Alphatron, AV Lite; Broadcast Professional, Cathay Photo, H Warta, Lemo, and more. Visitors can look forward to nine international group pavilions and a larger

Cinematography/Film/Production Zone on the show floors. Backed by an international panel of speakers and industry veterans, the BroadcastAsia2012 International Conference and Creative Content Production Conferences return this year with a behind-the-scenes look at the latest technologies and techniques panning out in the market. With the growing momentum behind Smart TVs, Cloud Broadcasting, Multi-platform and OTT delivery and the challenges of managing an effective PayTV model as well as digital asset management, the BroadcastAsia2012 International Conference will offer more sessions to address the latest needs and technologies in the broadcasting industry. In its 3rd successful instalment, the Creative Content Production Conference will return with two days of conference sessions and an add-on day of workshops this year. The conference will comprise a mix of topical issues, case studies and hands-on sessions to address the evolving challenges faced by production professionals from new media and visual effects to editing and IP rights. For show updates on CommunicAsia2012, BroadcastAsia2012 and EnterpriseIT2012, please visit the following channels:- Official CommunicAsia2012 (<http://www.communicasia.com>), BroadcastAsia2012 (<http://www.broadcast-asia.com>) and EnterpriseIT2012 (<http://www.communicasia.com>) websites- Twitter: @CommunicAsia and @BroadcastAsia-

Facebook: <http://www.facebook.com/CommunicAsiaand><http://www.facebook.com/pages/BroadcastAsia/163768382664>- LinkedIn: CommunicAsia and BroadcastAsiaShows at a glance CommunicAsia2012/EnterpriseIT2012 Date: 19 - 22 June 2012 Venue: Basement 2, Levels 1, 3, 4 & 5, Marina Bay Sands Singapore Opening Hours: 19 - 21 June: 10:30 a.m. - 6:00 p.m. 22 June: 10:30 a.m. - 4:00 p.m. Admission: Business and trade professionals only Registration: <http://www.communicasia.com> BroadcastAsia2012 Date: 19 - 22 June 2012 Venue: Levels 3 & 4, Suntec Singapore Opening Hours: 19 - 21 June: 10:30 a.m. - 6:00 p.m. 22 June: 10:30 a.m. - 4:00 p.m. Admission: Business and trade professionals only Registration: <http://www.broadcast-asia.com> About Singapore Exhibition Services (SES) Set up in 1976, Singapore Exhibition Services (SES) has established itself as one of the most innovative and respected exhibition and conference organisers in Asia. A pioneer in the Singapore exhibition industry, SES events have served as important platforms for companies aiming to forge new business contacts in Asia. With a portfolio of international tradeshow already serving the Communications, Engineering, Machinery and Lifestyle industries, SES continues to develop new events to meet market needs. SES events consistently attract a high level of overseas participation with foreign exhibitors accounting for almost 80% of the show floor. SES is a member of Allworld Exhibitions Alliance, a global network with over 50 offices worldwide. For more information, please visit www.sesallworld.com. Contact: Juliet Tseng

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