



PRESS RELEASE
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InfoComm India GoVIRTUAL – First Platform in the World to Combine AI-powered Business Matching, Live Product Demos and Virtual Showcases for a Powerful Event Experience

India, 24 November 2020 – Held from 18 to 20 November the 2020 edition of InfoComm India, a fully-online experience hosted on the specially-tailored GoVIRTUAL platform, was attended by 3,410 unique visitors. While a scaled-down version of what would have been a conventional in-person exhibition, **InfoComm India GoVIRTUAL** was no less exciting, helmed by 92 exhibitors who collectively presented a total of **183 live product demos** and **28 webinar sessions**. This also marks the first time in organizer InfoCommAsia’s history that it has delivered a fully-digital event.

Cutting-edge Show Walks Its Talk

“The COVID-19 pandemic has caused major disruption to businesses around the world. InfoComm India was not spared either, and we had to make the difficult decision of cancelling the in-person show earlier this year,” says Richard Tan, Executive Director, InfoCommAsia. “Yet in every crisis lies an opportunity. Knowing full well the value that InfoComm India has brought to technology innovators and industry end-users over the years, we quickly pivoted and committed to delivering a digital event. As a proponent of technology, InfoCommAsia has walked the talk, adopting cutting-edge innovations such as artificial intelligence and live streaming to achieve a first-of-its-kind event.”

The unique and ground-breaking GoVIRTUAL platform is a culmination of over five months of intense development. The platform boasts a range of innovative yet easy-to-use features that helps deepen the business experience for both exhibitors and visitors. Designed to be highly intuitive, it allows both exhibitors and visitors to **ensure business continuity, wherever they are in the world**.

- The **AI-powered algorithm** matches exhibitors with relevant visitors, and vice versa. Through the user’s behaviour, interactions and searches performed on the platform, the algorithm learns and continuously refines its accuracy to provide highly-relevant business matches. At one glance, exhibitors can browse the profiles of sales leads they should be reaching out to while visitors can connect with shortlisted technology innovators whose solutions are transforming their industries.
- **Real-time, live product demos** allow brand ambassadors to explain the salient features of their solutions to the viewers. Thanks to integrated video, audio and chat functions, both presenters and audience can engage in real-time conversations.
- Exhibitors’ **virtual showcases** mimic actual exploration experience on the show floor, allowing visitors to meet with exhibitors and see their technologies up close and in action. The integrated video, audio and chat functions here let visitors interact with exhibitors, just like visiting an exhibitor’s booth in person.
- InfoComm India Summit, the show’s learning platform, hosted **a series of webinars**. Topical sessions include discussions on a post-pandemic future, India’s smart urbanization journey, cybersecurity, digitalization of healthcare and education, and more.



Platinum Partner Crestron Electronics (India) shares that the GoVIRTUAL platform has succeeded in functionally replicating the in-person show experience. “Initially when we were planning this event, we were not expecting ourselves to be so busy,” says Farhan Walele, National Product Manager (Sales). “However, from 10am to 6pm, we had to be at the booth, standing from morning to evening, similar to past InfoComm India events. The only difference is we are now doing this in the comfort of our office.”

Echoing this sentiment is Kirti Shetti, Director – Operations, Kramer Electronics India. “InfoComm India GoVIRTUAL measured up to what would have been the physical InfoComm India event. It definitely did justice.” -

The live demos and webinars drew substantial interest from show visitors. In total, 2,148 visitors participated in the live demos while 3,082 delegates watched the webinars over a period of 3 days.

Exhibitors and Visitors Praise Effectiveness of the New Virtual Platform

Crestron, Delta Electronics, Kramer and Samsung are among the exhibitors who took the opportunity to feature and demonstrate their new-to-market products via the GoVIRTUAL platform. They report positive takeaways from their experiences.

Kramer delivered a live product demo on its recently-unveiled VIA GO2 for collaborative spaces; and new-to-India Corona Tag, which is a social-distancing monitoring device. “Congratulations to InfoCommAsia for pulling off the spectacular InfoComm India GoVirtual. It was very well organized and managed. I’m delighted that your tireless efforts have paid off, and the event turned out exceptionally well and surpassed the expectations of many,” says Bharath Kumar, Managing Director, Kramer Electronics India.

Naveen Sridhara, Director – Sales & Marketing-SAARC, beyerdynamic, is pleased with the sales leads he was able to generate. “InfoComm India GoVIRTUAL as a technology platform is a great initiative in that it connected us with new industry players via an exciting format. We have found new end-users and industry professionals, and that’s a great sign.”

Visitors exploring ideas and seeking solutions for their respective companies have also found the live virtual show beneficial.

“I enjoyed visiting InfoComm India GoVIRTUAL. It was a good initiative to have during the COVID-19 pandemic as it allowed me to continue seeking new technologies and get in touch with solution providers,” says Akash Nalawade, Sales Executive, DIKIBI Technologies Pvt Ltd.



GoVIRTUAL to be Adopted Across Future InfoCommAsia Shows

With the successful rollout, GoVIRTUAL now serves as an effective proof of concept, and InfoCommAsia plans to adopt this powerful platform for all of its upcoming marquee shows in 2021: InfoComm China slated for July, InfoComm India in September and InfoComm Southeast Asia in October. Each show will be a hybrid of in-person and virtual platforms. Additionally, InfoCommAsia will host regular one-day preview events on GoVIRTUAL leading up to the main hybrid event, with each one focusing on a different vertical and geographic markets and its business end-users.

InfoComm India and InfoComm India GoVIRTUAL 2021

The next hybrid InfoComm India will take place 15 – 17 September 2021 at the Bombay Exhibition Center, Mumbai. Stay tuned for more information at www.infocomm-india.com.

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About InfoCommAsia

InfoCommAsia Pte. Ltd. is the region's preeminent organizer of tradeshow for the Professional AudioVisual (Pro-AV) and Integrated Experience 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 and nixt-sea.com.

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