

Accelerating The Digital Transformation in *Work, Education and Entertainment*



PRO **INTEGRATION** **FUTURE ASIA 2023**

26 -28 JUNE 2023

**MARINA BAY SANDS EXPO
& CONVENTION CENTRE, SINGAPORE**

www.ProIntegrationFuture.Asia

INCREDIBLE ADVANCES IN AUDIO AND DISPLAY TECHNOLOGY

Retail, hospitality and travel are among the industries where consumers are looking for more than basic services. Surrounded by information and entertainment in their virtual world, they now demand even richer functionality and more immersive experiences in the real world.

HUGE GROWTH OF CLOUD SOLUTIONS

Cloud-based software allows users to monitor, control, and audit AVL products and services from any location worldwide.

RAPID ADOPTION OF ARTIFICIAL INTELLIGENCE

The impact of AI is being felt through everything from natural language processing and speech-to-text to machine learning and predictive analytics. Intersecting with AVL systems in conferencing and collaboration, it is helping organizations initiate meetings, make video calls, and share real-time data.

Be a part of the fast-recovering boom in the professional audio visual and lighting markets in *Southeast Asia!*

FUNDAMENTAL, LONG-TERM CHANGES IN WORK, EDUCATION, SHOPPING AND LEISURE HABITS, CAUSED BY THE COVID-19 PANDEMIC

From video calls to virtual classrooms, from advertising screens in shopping malls to audience interaction at entertainment venues, AVL is revolutionizing human experiences everywhere.

EXPANSION OF THE INTERNET OF THINGS (IOT) AND SMART BUILDINGS

The integration of AVL with advanced sensors, cameras, microphones and other technology is opening up new opportunities in conferencing, learning, live events, and more.

SINGAPORE MAKES SENSE



- Singapore is the ideal location for PIFA2023. Over 90% of international AVL brand suppliers already have a subsidiary, branch office, or regional distributors, installers and system integrators to ensure their projects and installations are delivered successfully.
- As business travel continues to normalise and S.E. Asian economies recover, the surge in demand for AVL equipment will be naturally directed back to Singapore head offices for both equipment supply and technical support. This is a unique business characteristic which cannot be ignored for our industry, and this is why Singapore has been identified as the chosen strategic location for PIFA 2023.

More reasons why Singapore is chosen as the venue

- World-class Changi Airport is served by 100+ airlines and connected to 400 cities worldwide. More than 7,000 multinational companies operate out of Singapore.
- It has ultra-modern exhibition facilities, unique venues, and fabulous entertainment, making it an attractive destination for senior decision-makers.
- Singapore is renowned as a pioneer in business and technical innovation, with unique strengths in a range of industries, from banking to technology.
- Singapore has high standards of hygiene and security, is politically stable, and is sheltered from natural disasters.
- Transport within Singapore is fast and efficient, thanks to high-quality, excellent value trains and buses, and a huge fleet of safe, comfortable taxis.
- Outside the exhibition halls, a wide range of accommodation, exceptional restaurants and impressive entertainment options are all within easy reach.
- Singapore has won a host of awards for achievements in promoting business, including being named the easiest country to do business in.

Huge potential across multiple vertical markets. It's just difficult to *Simply focus on one sector only!*

UNIFIED COMMS & COLLABORATION

COVID-19 has had an extraordinary impact on the global UC&C market. Worth USD67.4 billion in 2021, it is projected to grow to USD127.5 billion by 2027, at CAGR of 13.6%. The widespread enterprise adoption of distance communication and remote collaboration during the pandemic has boosted demands from organizations of all sizes for UC&C equipment and services which continue to exhibit healthy growth over the forecast period.

Online simulated events such as sales meetings, job fairs, training, audio/video conferences, virtual exhibitions and Work-From-Home (WFH) policies that have been adopted by companies globally, in response to the lockdowns and restrictions to arrest the spread of Covid-19, are a list of contributing factors driving the UC&C industry.

Asia-Pacific is one of the world's fastest growing digital hubs. The fast track is driven by the rising adoption of cloud and mobility trends, the increasing popularity of eLearning, distance education models, and government initiatives to promote digital infrastructure.



PARKS & ATTRACTIONS

The global Parks & Attractions market size is set to grow at a CAGR of 6.2% between 2020-2025, projected to reach USD72.44 billion by 2025. This industry is an important part of tourism and plays a vital role in the global entertainment and leisure industry. These recreational facilities offer a wide variety of entertainment options for individuals which are family-friendly and act as a one-stop-shop, leisure & entertainment solution achieving significant revenue generation for the host country.

Whilst the industry was one of the worst disrupted sectors by the pandemic, it is also one of the fastest recovering. The quick recovery is mainly due to restructuring of operations and broadening market appeal, necessary as a result of the pandemic.

Our suppliers including professional displays, projections, security and lighting solutions all of which play a key role in the operations and attractions to this entertainment sector! We urge suppliers not to miss the chance to educate and display your specialties to our visitors from the tourism, hospitality and entertainment markets.



STAGE & MEGA EVENTS

Projected by Allied Market Research, the Asia events industry size was valued at USD273.8 billion in 2018, and is estimated to reach USD567.10 billion by 2026, registering a CAGR of 9.2% from 2019 to 2026. The most popular events include conferences & exhibitions, corporate events & seminars, promotions & fundraising, live concerts & art performances, sports, festivals, trade shows, and product launches.

Needless to say, the COVID-19 pandemic has disrupted the growth of the industry and market value projections, Stage and Mega Events were amongst the worst affected industries in the last 16 months. The significant impact was immediately felt by the rental market and the audiovisual and lighting industry as a whole.

At that point of time, it was of no surprise. As more physical events were postponed or cancelled, we saw a significant development in another type of event industry, Virtual Events for which global market value is expected to reach \$20 billion by 2027, rising at an alarming rate at 11.3% CAGR.

Whilst physical events will continue to recover at pace with many more exhibitions, sports, cultural activities, live and in person entertainment events taking place, we can confidently expect demand for virtual events to remain significant for some time to come.



PRODUCTION & IMMERSIVE TECHNOLOGIES



The global virtual production market size was valued at USD 1.60 billion in 2021 and is expected to expand at a compound annual growth rate (CAGR) of 17.8% from 2022 to 2030. Virtual production enables filmmakers and live stream studios to explore digital scenes such as realistic virtual characters, three-dimensional graphics, and a real-time virtual interactive background as part of their storylines and backdrop.

Development in the field of computer-generated graphics and visual effects, coupled with widespread adoption of new technologies, have led to a high demand of virtual production in commercial business, virtual event and filmmaking industry. At the same time, the changing need of the today's customers have prompted marketers & VE service providers to introduce innovative technology solutions with digitally simulated VFX environment to build essential connection and engagement thereby, creating new experiences to drive market growth.

DIGITAL SIGNAGE & OOH MEDIA

According to Fortune Business Insights, the global digital signage market size stood at USD19.78 billion in 2018 and is projected to reach USD35.94 billion by 2026, exhibiting a CAGR of 7.8% during the forecast period.

DS applications have multiplied over the years. One of the key significant factors is the lower hardware cost such as LCD screens which offers new opportunities and advantages compared to traditional signage. The development of dynamic DS software solutions, better animated & holographic content and innovative interactive elements have further boosted the deployment of digital signage in numerous vertical markets including hospitality & retail, banking & financial services, theme parks & attractions, corporates and enterprises, smart city & transportation and many others.

At the same time, the changing need of the today's customers have prompted marketers to introduce creative displays, innovative CMS solutions with digitally simulated graphics to build essential connection and engagement thereby, creating new experiences to drive market growth.



SMART HOMES & BUILDINGS

The spread of the internet of things (IoT) coupled with AI, automation and the active participation of global tech giants, mean the smart home market is expected to grow by more than 25% annually between now and 2026. According to Mordor Intelligence, it will reach nearly USD314 billion by 2026 where a similar boost is expected in the commercial buildings sector at an estimated USD229.1 billion by 2026.

Within this global trend, Asia-Pacific is one of the fastest-growing markets, due to the rate of economic growth, increasing urbanization, and large telecoms industry. Smart home devices are appropriate for a home setup in which devices may be operated remotely using a mobile or other networked device from any Internet-connected location in the world. The consumer may control services such as security access, temperature, lighting, and home entertainment in a smart home because all of its gadgets are connected to the Internet.



Visitor Profiles

COMMERCIAL MARKETS



Attraction & Theme Park



Bank & Financial



Building & Facility



Club & Bar



Education & School



Enterprises & Agencies



Hospital & Healthcare



Hotel & Restaurant



Production Studio



Retail & Mall



Security & Command Control Centre



Stage & Mega Events



Telecomm & Broadcast



Virtual Event Supplier



Worship

PRO AUDIO, VISUAL & LIGHTING COMMUNITIES

- AVL Consultants
- AVL System Integrators / Installers
- AVL Engineers / Technicians
- AVL Distributors & Dealers
- Live Events Producers
- Lighting Designers
- Mega & Live Events Production Crews
- Rental & Staging Services Providers

INFORMATION TECHNOLOGIES & COMMUNICATIONS COMMUNITIES

- Consultants
- Distributors / Re-sellers
- Electrical & Electronics Specialists
- Researchers & Professors
- Systems Designers / Experts
- Systems Integrators / Installers

Brought To You By:



Strategic Partner :



Held In :



Supported By :



Supporting Partners :



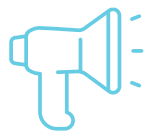
Book Your Stand

	Non-Member	AVLIAS Member	Early Bird Rate
Space Rate 18 Sqm & Above	\$ 620 Per Sqm	\$ 560 Per Sqm	\$ 520 Per Sqm
Full Stand Package Rate	\$ 695 Per Sqm	\$ 635 Per Sqm	\$ 595 Per Sqm

- Participant with a minimum of 18 Sqm can contract for Space Only Package.
- To secure your best stand rate, participants are encouraged to join the AVLIAS Association.
- The Early Bird Rate will expire before 15 September 2022. Company with the Early Bird Rate must place a minimum of 20% deposit on their contracted stand package within the same timeline.

Key Exhibit Profiles

- 3D Technologies
- Acoustic Solutions
- Amplifier and Mixer
- Architectural Lighting
- Audio Speakers
- AV Control & Signal
- AV Conferencing Solution & Technology
- AV Furniture, Lifts & Mounting
- AV/ IT Systems Integration Svcs
- AV/IT Consultancy
- Cabling, Connectors & Switcher
- Command & Control System & Console
- Controls / Interfacing / Distribution
- Systems and Technologies
- Content Creation & Production
- Digital Signage
- Digital Workspace
- Entertainment Lighting Fixtures
- ER / AR / VR
- Home Networking & Automation
- Home Cinema Technologies
- HVAC Control
- Holographic Projection
- Immersive Visuals
- Information Communications Technology
- Interactive Whiteboards & Visualiser
- Internet-of-Things (IOT)
- KVM (Keyboard, Video & Mouse)
- LED Displays
- Lighting Fixtures, Controls & Accessories
- Media Servers and Networks Management
- Metaverse
- OOH Media
- Online Learning Solutions
- Presentation Systems
- Projection Screens & Medium
- Projectors & Accessories
- Public Address & Evacuation Systems
- Racks and Mounting Systems
- Security Systems & Solutions
- Smart Building Technologies
- Signal Management & Processing
- Simulation Systems
- Stereoscopic Technologies
- Streaming Media
- Truss, Rigging and Accessories
- Unified Communications & Collaboration
- Video Production Equipment & Accessories
- Video Walls & Screens
- Virtual Event Platforms & Accessories
- Virtual Event Software & Management Services
- Wireless AV Systems



Social Media Shout-Outs



Business Matching



Hosted Buyers Programme



Direct Mailers



Visitor Promotion



Speaking Opportunity



Website and Show Guide Listing



Marketing Collateral

Exhibiting & Sponsorship

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