

**UPGRADE YOUR TECH:
SINGAPORE'S IT LIFESTYLE DIGITAL PLAYGROUND
RETURNS FOR 29th EDITION**

Singapore, 4 October 2017 – The eagerly anticipated return of SITEX, Singapore's only consumer lifestyle IT, is back for a staggering 29th edition this November. With brand new zones, fresh concepts and sensorial immersion features, visitors will experience fresh insights and in-depth learning of technology application into everyday lives.

Organised by SingEx Exhibitions in partnership with the Singapore Infocomm Technology Federation (SiTF), SITEX 2017 will be held from 23 -26 November 2017 at Singapore EXPO Hall 7 – 8.

SITEX-ON-THE-GO: DRIVE-THROUGH (4 – 5 NOVEMBER 2017)

As part of the lead-up to the main SITEX event, island-wide roadshows will be conducted through a newly launched brand: SITEX On-The-Go!. SITEX On-The-Go! consists of TechOut and Drive-Through, two new experiential outreach platforms designed to bring SITEX closer to the local tech community. TechOut was recently conducted at JTC Launchpad @ One North, and attracted more than 1,000 participants.

Drive-Through, slated for 4 – 5 November 2017, will see Singapore EXPO come alive through the gathering of automotive car technology enthusiasts in Singapore. The outreach involves collaborative partnerships with car clubs such as Modsters and car decal partners such as WrapStyle. A convoy of 20 cars will be deployed in a drive-through exercise through Singapore's iconic tourism spots, starting from the Science Centre to Sentosa, Orchard Road and its end point at Singapore EXPO. Singapore EXPO will then play host to an al-fresco exhibition where the latest in in-car technology such as Thinkware dash cameras will be on show. There will also be attractive prizes up for grabs in various Drive-Through contests organised on social media and on-site.

SITEX AUDIO ROOM: FOR THE AUDIOPHILE IN EVERY ONE OF US

A fresh concept like no other consumer IT show today, the audio room blends the audiophile enthusiast with the excitement that latest advancement in audio technology brings, together with innovative lifestyle elements. Visitors can look forward to an immersive consumer electronics lifestyle experience where specialty F&B elements integrates with audio experiential offerings. In addition to live stage performances from acoustics and ensembles to live bands and Electronic Music, opportunities for "ears-on" demos of equipment on display will be available.

SITEX INNOVATION TOWN: FROM ALLEY TO TOWN

Growing from strength to strength, the SiTF Innovation Alley, which features the best in start-up technology, has since grown into a full-fledged town since its inception in 2015. This year, expect to see innovative solutions that include InsurTech, Augmented Reality for interior designing, health & wellness (using DNA) and more!

SITEX GAMING ZONE: SONY

The SITEX gaming zone is brought to you this year by MyTradeInPartner exclusively featuring Sony products. Featuring the latest showcase in the console gaming, VR gaming/equipment and mobile gaming realms, there will be plenty to look forward to in the area of gaming technology.

##

For more information and updates about SITEX 2017, please visit the official website at <http://www.sitex.com.sg/> or the social media pages.

SITEX ON SOCIAL MEDIA

Official SITEX Facebook:

<https://www.facebook.com/SITEXYourDigitalPlayground/>

Official YouTube Channel:

<https://www.youtube.com/channel/UCHoQtccuZqFxKOvXq8VxL7A>

Official Instagram:

<https://www.instagram.com/sitex2017/>

##

About SingEx Exhibitions

SingEx Exhibitions is a subsidiary of SingEx Holdings, and is wholly owned by Singapore's investment company, Temasek Holdings. The company harnesses insights and its strategic networks to organise and manage a series of trade exhibitions and conferences in various industries, including automotive, environment, e-commerce and logistics, technology, healthcare and lifestyle. These events aim to connect businesses in Asia and globally, and facilitate business matching with opportunities and knowledge sharing.

For more information, log on to www.singex.com.

About Singapore Infocomm Technology Federation

Singapore infocomm Technology Federation (SiTF) is Singapore's premiere infocomm industry association. It comprises corporate members ranging from local startups to established MNCs. SiTF advocates for the ICM (Information, Communications and Media) industry, helps to accelerate the adoption ICM technology and promotes innovation.

Media Contacts/Interview Opportunities with Brands and Organisers

Lim Woon Yong
Assistant Director, Marketing and Communications
SingEx Exhibitions Pte Ltd
Tel: 64032 141
Email: woonyong.lim@singex.com

Leycia Lee
Assistant Manager, Marketing and Communications
SingEx Exhibitions Pte Ltd
Tel: 6403 2225
Email: Leycia.lee@singex.com

###

ANNEX A

Contest Mechanics for SITEX On-The-Go! Presents Drive Through

Spot XETIS: the official ChatBot for SITEX 2017, is the star attraction at the drive-through exhibition and participants can look forward to walking away with an exclusive Huawei Smart Watch worth \$459 simply through interacting with the woman herself! Pictures of XETIS will be littered throughout backdrop display, and visitors simply have to count the total number of XETIS stickers, scan a QR code through XETIS herself and submit their entries for the Grand Draw through the chatbot!

Unicode the Hidden Message on the Car Convoy

During the morning drive-through, decals will be pasted on all 20 deployed cars. Participants who spot hidden messages on any car decal throughout their journey will stand a chance to win attractive prizes simply by snapping a picture of the convoy or decal and posting it on SITEX Official Social Media Account – SITEX-Your Digital Playground #SOTG #DriveThrough

A host of other fantastic prizes are up for grabs at the Drive-Through exhibition including car accessories, F&B vouchers, Petrol Vouchers, goodie bags and more! Public and Car Club drivers will also be able to enjoy a cup of coffee from our Official.