



## **SITEX 2017: Audio Room Experiential Zone**

SITEX, the largest consumer and lifestyle IT exhibition in Singapore, returns this year with more exciting activities for technology enthusiasts. This year's event will take place from 23 to 26 November 2017 at Singapore Expo Halls 7 and 8, from 11am to 9pm.

SITEX 2017 will be launching new and never been seen before experiential zones to engage the visitors with the latest technology and smart solutions. The Audio Room experiential zone, located in EXPO Hall 8, will meet the increasing demand of the audiophile community for exceptional and high quality sound gadgets, allowing visitors to enjoy a satisfying audio experience.

The Audio Room will be transformed into a live stage for musicians including Cold Cut Duo, Too Much Drama, The Tonic ft. Jerry, The Happy Hour Live Band, Electronic Music Productions, Afternoon Acoustics/Ensembles as well as DJ Daryl C, DJ Kaye, DJ Rah and DJ William J from Darker Than Wax, that promises an exciting audio experience for music enthusiasts.

Individual sound pods, located in a simulated audio room located off stage, will be installed with speakers and headphones from the exhibitors, to capture the unique acoustic preference of Audiophiles. Enthusiasts can also look forward to a personalised, intimate audio experience tailored to every individual's needs and preferences as live music will be transmitted via Radio Wave technology to individual audio headsets, enhancing the couch audio experiences.

Visitors can have a first-hand experience on some of the best and latest audio technologies and consumer electronics audio products. Many leading brands will be available at the exhibition allowing visitors to easily find products from the following: Klipsch, Erato, Devialet and Skull Candy. The massive range of products featured will include Erato VERSE wireless earbuds based on graphene driver technology to the ultra slim and light weight Klipsch R5 headband.

To complete the SITEX experience, visitors are able to purchase items on display conveniently with the assistance of the brand promoters or staff on-site.

SITEX is the ultimate audiophiles and music enthusiasts' showcase who demand high quality and customised auditory experiences.