



## **SITEX 2017: VR/AR and Gaming Experiential Zone: Sony**

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 connect people to the latest technology and smart solutions. The SITEX Virtual Reality (VR)/Augmented Reality (AR) and Gaming zone, located in EXPO Hall 8, will showcase the latest technologies, products and equipment in the realms of traditional console gaming, VR gaming and mobile gaming appealing to the needs of both casual and hard-core gamers. The experiential zone is brought to SITEX by MyTradeInPartner, and will feature exclusive Sony products.

Exclusive trade-in service for visitors will be available at the show floor. Items accepted for trade-ins include mobile phones, laptops and game consoles. Bargain hunters can look forward to a \$20 discount when they purchase a new product after trading in their old gadget at B2H's Booth 7E19, Hall 7E.

Consumers also stand to win prizes at the experiential zone if they complete all the games at the designated game stations, collect stamps from the station master and complete a short survey. First 50 participants to complete the games will walk away with Sony-sponsored freebies each day. PlayStation consoles supporting games like VR World, GT Sports, FIFA 18, Knack 2, Crash Brandy Code, No Hero Allowed, would be situated all around the VR/AR and Gaming zone for easy audience participation. While gaming enthusiasts can look forward to a \$20 discount when they trade in gadgets, participants of the SITEX 2017 TechHunt will be entitled to an additional \$10 discount on top of the \$20 discount when they complete the games and the survey.

SITEX 2017 promises to engage and excite the consumer technology community, and the experiential zones are testament to the breath and scale of offerings available for ultimate consumer IT lifestyle experience.