

SITEX²⁰¹⁹

YOUR DIGITAL PLAYGROUND

28 NOV - 1 DEC 2019
SINGAPORE EXPO HALLS 5 - 6



MEDIA RELEASE

For immediate release



Image credit: SITEX

SITEX 2019 PROMISES A DIGITAL PLAYGROUND FOR ALL TO ENJOY WITH ENHANCED OFFERINGS IN FOUR EXPERIENTIAL ZONES

- *Singapore's only consumer lifestyle IT exhibition to be held from 28 Nov – 1 Dec 2019 at Singapore Expo Halls 5 & 6*
- *Public can expect to enjoy a total of four Experiential Zones including the new Health and Wellness Zone and the newly merged Travel Tech & Portable Audio Zone*

Singapore, 9 September 2019 – Singapore's only consumer lifestyle IT exhibition is back! SITEX 2019 will be held from 28 November to 1 December at Singapore Expo Halls 5 and 6. Attendees can look forward to a refreshed concept this year with elevated product offerings themed to four lifestyle categories to construct The Digital Playground. Two new zones have been

introduced this year, the Health and Wellness Zone and the Travel Tech & Portable Audio Zone. These new zones will join the Smart Home and Living, and Gaming Zones to form an immersive and innovative space for all to experience technology in new and exciting ways.

The new Health and Wellness zone is specially curated with a wide variety of the latest fitness gear and equipment that will complement any fitness regime. Learn how technology can be incorporated into daily workouts with Fight Zone, a Muay Thai fitness studio that use wearables such as heart rate monitors to provide customers with real-time analytical data to enhance their workout.

No fitness routine would be complete without proper recovery. Learn more from *Dr.stretch*, the stretching specialists who teach a unique Core Balance Stretch originated in the United States and developed in Japan by Mr Genki Yamaguchi who worked as a trainer for Major League Baseball team, the Boston Red Socks. This technique allows practitioners of all ages to access their core muscles to increase flexibility, reduce pain and speed-up muscle recovery.

The Travel Tech and Portable Audio Zone have been merged this year to form an extensive range of products that cater to the active individual. Attendees can browse through a large selection of wireless audio paraphernalia and check out the latest gadgets to make your commute smarter, more enjoyable and even more environmentally sustainable.

TPG is Singapore's 4th mobile operator and will be offering free 12 months unlimited data and mobile-to-mobile calls. Free data roaming to Malaysia and Indonesia is also included. Customers can sign up now for this unbeatable trial offer at tpgmobile.sg.

Electric car sharing service, BlueSG, will also be participating in this year's SITEX exhibition and will showcase their electric vehicles as part of the e-mobility segment. BlueSG is the first 100% electric car sharing service in Singapore to provide an environmentally friendly, convenient and affordable transport option for Singaporeans get to their destination while reducing their carbon footprint. The service currently has over 230 self-service stations island-wide and targets to open 500 stations by end 2020.

Smartphone makers vivo, known for their cutting-edge consumer technologies including 5G, AI, mobile photography and next-generation smartphone design, will also be showcasing their latest models at the Travel Tech & Portable Audio Zone. Shoppers looking for a new smartphone can check out the newly released S1, with the V15, V15 Pro and Y17 among others.

The revamped Gaming Zone is geared towards millennial engagement and creating an immersive family experience. Apart from e-sports activities and gaming opportunities, families can look forward to enjoying interactive sessions

with their kids and appreciate the work of talented digital artists across multiple mediums over the weekend.

Participants can experience both virtual and tactile gaming environments catered to all ages in a world of mixed reality. East Asia Institute of Management (EAIM) is hosting an Ultimate Digital Art & Technology Battle Arena 2019 for aspiring artists to display their talents. Gaming enthusiasts can also look forward to a celebration of classic games at RetroDNA's Free Play Zone.

The Battle Arena will showcase Singapore's best and brightest talents in the digital sphere. Competition categories include Digital Speed Painting, Digital Illustration, Game Design and Prototype. Winners will be given an opportunity to credit and work opportunities.

This contest is in collaboration with Lionheart Game Design Centre, Wacom and SITEX as the event partner.

"We are extremely proud of our partnership with SingEx these past thirty-one years. With the rapid growth and evolution of technology, both SGTech and SingEx are committed to bring Tech to the masses and provide a platform for future tech leaders to showcase their innovations. We need to embrace the digital era and SITEX offers the perfect opportunity for us to reach out to the community and provide a meaningful experience for families from all walks of life," said Saw Ken Wye, Chairman of SGTech.

Attendees can also immerse themselves in the Smart Home and Living Zone in collaboration with ViewQwest, Dreamcore and more which will showcase the integration of smart technology into everyday life to enhance your quality of living. As a foundational pillar of a Smart Home, ViewQwest will be providing plans and products, along with the NETGEAR Orbi Smart Speaker bundle to start on your smart and savvy digital experience at home. Be it shopping or watching HD movies at home, having a fast and reliable broadband is essential to begin with. Attendees can also expect to see how custom PCs are the way to go, with Dreamcore showcasing their step by step process of configuring a PC that suits your specific needs.

SITEX Insider, Jemma Wei, shared her experience with the NETGEAR Orbi Smart speaker bundle, "With an app-based set up and a sleek, matte, white exterior, the Orbi is designed specifically for family everyday use. It's an easy to use speaker powered by Harmon Kardon that comes with parental controls. Once your Orbi Smart speaker home is set up it runs like a dream!"

The NETGEAR Orbi Smart Speaker not only expands your home's wireless coverage through its award-winning tri-band mesh WiFi, it also comes with Amazon's Alexa built-in to allow seamless, hands-free voice control. Users will be able to play music, get the news and enhance their digital lifestyle with the NETGEAR Orbi Smart Speaker.

“SITEX is more than just about introducing the latest technology and trend-worthy gadgets. It is about providing an innovative lifestyle platform that makes coming to SITEX a fun, immersive and interactive experience. This year’s edition will be no exception with a new Health and Wellness Zone for consumers to enjoy. SingEx continually refines the art of creating an immersive experience which integrates technology into the lives of consumers by getting to the heart of their desires and inspirations through SITEX 2019,” said Mr. James Boey, Executive Director of SingEx Exhibitions.

For more information and updates about SITEX 2019, please visit the official website at <http://www.sitex.com.sg/> or the social media pages.

SITEX ON SOCIAL MEDIA

Official Facebook: [SITEX – Your Digital Playground](#)

Official YouTube Channel: [SITEX SingEx](#)

Official Instagram: [@sitex2019](#)

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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, please visit www.singex.com.

About SGTECH

SGTech is an active and responsible advocate of the technology industry in Singapore. With the evolving technology landscape, SGTech strives to create an ecosystem to anticipate changing technology trends and develop sustainable initiatives that can further strengthen the community and help the industry grow. SGTech’s over 900 members range from innovative start-ups, vibrant small and medium-sized enterprises to top multinational corporations that leverage technology as a core driver of their business. For more information, please visit <https://www.sgtech.org.sg/>

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ANNEX

ViewQwest

ViewQwest strives to empower our subscribers with the freedom to access entertainment content and to surf with no limitations. Established since 2001 as an Internet Service Provider (ISP), ViewQwest empowers users through Freedom DNS to watch up to thousands of movies, TV shows and more, from a plethora of online streaming services such as Netflix, Hulu, PPTV China, etc. We pride ourselves as the innovative ISP that pioneered the removal of restrictive industry practices like international bandwidth caps and traffic shaping. At the same time, we implemented best practices such as latency based routing, ensuring that subscribers get exactly what they pay for – ultra-fast internet access. Our fanatical customer service starts with the human touch. There are no voice machines and no scripted responses. Whether you reach out to us through phone, chat or email, our customer service and technical support teams are there to help you 24hrs a day.

FightZone

FightZone is an innovative and fast-paced solution to working professionals' fitness and health needs. At FightZone, we partner with some of the best talents that will ensure your goals and dreams are always met. With a perfect balance of specialists in Muay Thai, Fitness, HIIT, Cardio & Weights Training and Nutritionists, our team consists of all professionals that you will ever require, working in synergy for you.

Dr. stretch

Dr.stretch specializes in providing Core Balance Stretch - a unique way of stretching your inner muscles that you are unable to stretch on your own. From supporting children in sports, adults and the elderly, everyone can definitely benefit from increased flexibility through a good stretch. With over 100 of stretches, our professional stretch trainers are equipped with a wide range of techniques and skills to assist with your concerns. You will be surprised how light you feel at the end of a session!

BlueSG

BlueSG is the first 100% electric car sharing service in Singapore. We provide an environmentally friendly, convenient and affordable transport option for Singaporeans get to their destination while reducing the carbon footprint. Members have 24/7 access to a network of shared vehicles, at over 220 stations island-wide. The service is point to point, which means there's no need

to return the car to your starting point, nor bear the costs associated with owning a vehicle.

TPG

Pay Nothing for Unlimited Mobile Data! Experience Singapore's Newest Mobile Network. TPG is the 4th Mobile Operator and we are offering free 12 months unlimited data and mobile-to-mobile calls. Free data roaming to Malaysia and Indonesia included. Sign up now for this unbeatable trial offer at tpgmobile.sg.

Vivo

Vivo is a leading global technology company committed to creating trendsetting smart mobile products and services. We make smartphones with cutting-edge consumer technologies including 5G, AI, mobile photography and next-generation smartphone design accessible to young people and professionals around the world. Vivo has over two hundred million user to date and are one of the preferred brands of young people around the world. As the official smartphone of the 2018 and 2022 FIFA World Cup™ and the title sponsor of the PUBG Mobile Club Open 2019 tournament, vivo believes in the importance of encouraging young people to embrace self-expression and an energetic lifestyle.