

Post Show report on CommunicAsia and BroadcastAsia 2010

The 21st CommunicAsia2010 and the 15th BroadcastAsia2010, Asia's premier business event for the Global Infocomm Technology (ICT), broadcasting and media industries, held at Singapore Expo Center, Singapore concluded successfully on 18th June 2010.

With almost 2,000 exhibiting companies from 57 countries and regions unveiling their latest offering, the event showcased the newest technologies, products and solutions.

Organized by Singapore Exhibition Services Pte Ltd, the event was attended by over 54,000 business leaders, government officials and trade professionals to network, discuss critical industry issues and explore opportunities for growth.

Some of the key satellite players, mobile handset makers, telecom service providers and key infrastructure solutions providers that made key announcements and showcased their latest products and solutions at this year's show include Asia Broadcast Satellite, GlobeCast, Huawei, Intelsat, Inmarsat, MEASAT, NTT Docomo, PCCW Global, Research in Motion (RIM), Samsung Electronics, Skype, Telekom Malaysia and ZTE.

CommunicAsia2010, with support of the Mobile Alliance Singapore (MA), Mobile Entertainment Forum (MEF) and Wireless Industry Partnership (WIP), showcased the latest developments and innovations in mobile applications and solutions by top-notch mobile developers, content providers and independent software vendors from around the world. The event also presented WIPJam sessions held in Asia for the first time. These sessions comprised of interactive discussions on opening up the mobile ecosystem and connecting developers with industry experts and decision makers.

In addition, the EnterpriseIT2010, which was held in conjunction with CommunicAsia2010, showcased innovative enterprise solutions that meet the evolving needs of businesses.

The key highlights at BroadcastAsia2010 include a new 3D feature to showcase various acquisition process and streaming media platforms. Global solution providers and manufacturers that launched new solutions and equipment for content creation, distribution and display at this year's BroadcastAsia include Assimilate, Chyron, DVS Digital Systems AG, KT Digital, Monarch Innovative Technologies Pvt Ltd, Panasonic systems, Pixel power, playbox technology, Quantel, Screen Subtitling Systems and Sony Electronics.

The spotlight was also shared by the latest digital signage technologies, touch screens and professional display applications for Asia; and the latest digital and high definition equipment and integrated workflow solutions for the broadcasting, production and post-production industries. Visitors experienced displays from companies like Harris, Living Life Concepts, Magna, Media Architects and more.

21st CommunicAsia and the 15th BroadcastAsia, Singapore 2010 ended on a triumphant note. It is expected that in 2011, companies from across the globe will continue to leverage the event to reach their intended audiences and to showcase their latest products and solutions.