

For immediate release

## Experiential Shopping Comes Alive at The PC Show 2016

*New developments in technology continue to attract consumers in an ever-advancing world*



**8 June 2016, Singapore** – Crowds of technology enthusiasts and their families were packed at Singapore’s longest running IT and consumer electronics fair, The PC Show 2016, through the four day event held from 2 to 5 June at the Singapore Expo. Visitors were exposed to the region’s most cutting edge technology and the best technology offers in town.

Ms Gillian Loh, project manager of show organiser, Lines Exposition and Management Services shared that: “Besides offering the best discounts in town, this year the show was about creating an experiential and immersive experience for our visitors. This was evident with the new zones created for visitors to get the latest information on gadgets and participate in a range of activities hosted by our exhibitors and partners. We were excited to partner with our exhibitors to offer visitors hands-on experiences such as virtual reality, rides on personal mobility devices and education on hardware behind the technology. We believe that this is the tip of the iceberg for The PC Show, and next year will be more exciting and exhilarating for all.”

A popular hit at The PC Show this year was the showcase of personal electronic mobility devices. MoveFuture, a dedicated zone at The PC Show for the first time, displayed a variety of electric scooters, electric bikes and hoverboards for visitors to browse and take a spin. Electric mobility devices have garnered significant interest from the crowd, especially the MYWAY/Inokim Light, a new electric scooter to hit the increasingly popular personal electric mobility market. The scooter weighs a convenient 12.5kg and folds easily with one swift click, and is able to transport a user weighing up to 100 kg with easy, inbuilt charging capabilities.

Ryan Tan, Director of IPassion Group Pte Ltd said, “There are a lot more individuals who are keen to invest in electronic mobility devices these days because it is a much more affordable and convenient option to get from one place to another. We are confident that this will be the catalyst to the way people commute in the near future.”

Also a first for The PC Show, the GG Gaming Zone managed by GameProSG, had visitors engrossed with a wide range of exciting activities and gaming hardware. The response was overwhelming, with a large turnout for the gaming face-off with pro-gamer “XIAN” in the Street Fighter V Challenge that took place on the second day of the show.

Exhibitors also displayed their latest products at the show with interactive segments to engage visitors. Paul Seow, Brand Manager of Creative Technology Limited said, “Technology is changing consumer behaviours and demands. With technology becoming more advanced, it is no longer seen as a commodity, but rather a part of our everyday lives. That is why at Creative, we have introduced our latest X-Fi Sonic Carrier, a high-end Home HiFi & Home Theatre system that delivers high resolution audio and video for all to enjoy a cinematic experience at the comfort of their homes. We were more excited to have a X-Fi theatrette this year at the PC Show to allow visitors to experience the Sonic Carrier.”

For technology enthusiasts, the Know Your Tech exhibition-only zone was also another popular segment of the show. This strictly sales-free, exhibition-only zone allowed visitors to learn about the latest technology and products, with exhibitors like Dell, HP, Lenovo and Samsung. Leading brands engaged consumers with hands-on demonstrations of their newest and most interesting products.

Other than this, The PC Show housed fantastic offers and discounts for the best that technology has to give from leading brand names such as AC Ryan, Creative, Canon, Dell, HP, Lenovo, Marbella, Samsung, Seagate, Toshiba, and many more.

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#### **Note to the editor**

The PC Show 2016 is Singapore's longest running showcase of information technology (IT) and consumer electronics. Visitors to the PC Show 2016 will be able to enjoy some of the best bargains and deals on IT and consumer electronics in Singapore. The Show attracts tens of thousands of visitors every year and generates millions of dollars in sales. Admission is free.

The Show saw participation from leading brands such as AC Ryan, Acer, AfterShock PC, Airwheel, ASUS, Best Denki, Brother, Canon, Challenger, Courts, Creative, Cybermind, Dell, D-Link, Epson, Fujifilm, Fuji Xerox, Gain City, GameProSG, Harvey Norman, HP, iPassion, John Ackerman, Lenovo, LG, M1, Microsoft, Mobot, Marbella, MyRepublic, Newstead, nubox, Olympus, Phillips, ProLink, Samsung, Seagate, Singtel, Toshiba, ViewQuest, Western Digital and many more.

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