



For immediate release

A Tech Treat for All at The PC Show 2017



20 June 2017, Singapore – Singapore’s longest running IT and consumer electronics fair, The PC Show 2017, drew to a successful close after its four day event held from 1 to 4 June at a new venue this year, the Marina Bay Sands Expo & Convention Centre. Located in the pulse of the city, the event drew crowds locally and internationally with a range of technology offers.

Prior to the event, The PC Show conducted an independent survey online, with over 500 respondents based in Singapore to gauge their purchasing interests. According to the results, more than 50% indicated that computers and laptops were top on their shopping lists*.

Ms Gillian Loh, project manager of show organiser, Lines Exposition and Management Services shared that: “The PC Show has always been a household name for shoppers looking to purchase the latest gadgets, including computers and laptops, at a real bargain. This year, we were excited to bring the event closer to the city where it’s accessible for everyone and the crowds have been very positive. We look forward to creating yet another exciting event for all through our valued partnerships and participation with our exhibitors.”

The PC Show has been at the forefront of Singapore’s IT and consumer electronics fair for 27 years. This year, the show continued to provide wallet-friendly discounts from leading brand names such as Aftershock PC, Creative, Dell, Dreamcore, Fujifilm, HP, Lenovo, Samsung, and many more.



Joe Wee, Marketing Manager of Aftershock PC Pte Ltd said: “There is an increasing demand these days for performance computers. We are pleased to have showcased our latest line-up of performance desktops and laptops including the latest Prime-15 gaming notebook, an ultra slim 1.9kg gaming notebook that is powered by the latest Intel i7 7th gen processor and high-end NVIDIA GEFORCE GTX 1060 graphics card.”

Shaun Tan, Founder of Dreamcore said: “The response that we received over the four days have been overwhelming. Consumers love Dreamcore’s unique ethos of powerful yet beautiful PCs, and our newly launched Reverie was extremely well received. As a relatively new player in the custom PC industry, consumer technology fairs like The PC Show are ideal platforms for us to increase our brand awareness in the market.”

Favian Loo, Divisional Marketing Manager at Fujifilm Asia Pacific, also commented that cameras have attracted a crowd this year drawing interests among visitors towards instant print cameras and mirror-less cameras.

In the spirit of #Techgether, The PC Show also provided visitors a new way to shop with the Amazing Tech Hunt, which received over 450 participating entries. The hunt took place in a game card with 7 clues that led participants to the various exhibitor booths and gadgets to be found at the event.

Notes to the editor

The PC Show 2017 is Singapore's longest running showcase of information technology (IT) and consumer electronics. Visitors to the PC Show 2017 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 Acer, AfterShock PC, Ban Leong Technologies, Best Denki, Challenger, Courts, Creative Labs, Dell, Dreamcore, Epson, Fujifilm, Gain City, GameProSG, HP, Lenovo, nubox, and many more.

More information can be found at www.thepcshow.com.sg/  [The PC Show](#)

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***APPENDIX – The PC Show Consumer Survey Infographic**

