



For immediate release

The PC Show is back! Celebrating its 28 years of bringing the best and latest in technology to visitors

*Marina Bay Sands Expo & Convention Centre, Level 1
31 May – 3 June 2018, 12pm – 9pm daily*

30 May 2018, Singapore – The longest running IT and consumer electronics show, The PC Show, is back with another wide range of IT and consumer electronics. The public Expo will be at Marina Bay Sands Expo & Convention Centre from 31 May to 3 June.

The 28th edition promises a high brand recall among consumers, latest cutting edge technology from leading brand names and exclusive deals from our participating exhibitors. With a standing track record of almost 30 years, it's a guarantee that there will be something for everyone – be it from the latest mobile devices to laptops, from printers to desktop computers, PC games, cameras and TVs, this is an event not to be missed for deal hunters and tech enthusiasts alike.

Familiar brands participating at this year's show include Acer, Aftershock PC, Apple, ASUS, Brother, Dell, Epson, HP, Lenovo, M1, Microsoft, Philips, Samsung, SanDisk, Seagate, Secretlab, Singtel, WD, Xiaomi, and more. Encrypted in its long running legacy, PC Show 2018 is set to bring the best and latest technology from the region, bargains and deals on IT and consumer electronics and an all-round fun day out for the whole family. PC Show also sees strong support and new participation this year from brand vendors like Sony, MyRepublic, StarHub, Google, Canon, Olympus, Nikon, Huawei, GoPro, Omnidesk, Prism+, Razer and BlackVue, thus we can expect a wider diversity of products at the show.

“This year marks the 28th year of The PC Show, and as ever, we aim to provide visitors with the best deals in town and an unbeatable experience surrounded by state-of-the-art technology and consumer electronics,” said Gillian Loh, Project Manager of show organiser, Lines Exposition and Management Services. “We are excited to run The PC Show again this year with our exhibitors who help make it the highly established IT and consumer electronics show it is today.”

“Be it to explore or to learn about the new technology products, visitors can expect more than just a show; it is an experience.”



First time exhibitor, teachnlearn, is an online marketplace with a strong foothold in redefining the tuition industry. "The PC Show will be our inaugural event to showcase what teachnlearn offers on a larger scale. With the advancements made in technology and students growing more digitally inclined, the student-tutor cohort is more than ever ready to adopt the conveniences that technology can bring to the education landscape. We believe our mission to make learning truly accessible is now possible" said Ethan Lim, co-founder & CEO.

Singapore's leading custom PC company, Dreamcore, brings personalization to consumer electronics with their products. This made-in-Singapore brand features two new high performance PCs – the ultra-compact Dreamcore Bullet and the e-sports centric Dreamcore Ghost. Founder of Dreamcore Shaun Tan, said "We're excited to expand our portfolio of custom PCs to cater to a wider audience. We're confident that anyone who's looking for a PC will be able to find something they like from Dreamcore, especially in an Expo that is as big as the PC Show."

Diving into the current digital topic that is Bitcoins; termed as "digital money", visitors can learn about cryptocurrency and its phenomenal surge through the financial industry with Cryptomouse's introduction workshops. "The entire subject around bitcoins and cryptocurrency has exploded over the past year but it is easy to see how some people to be overwhelmed with the advancements - that where we come in. Our hands-on workshops are designed for you to get started in your very own Crypto journey!" said Wee Chee Guan, Marketing Manager at Cryptomouse.

To further celebrate bringing people together to enjoy and experience new technology products at the show, the 2018 PC Show will go a step further to draw attention on the characterized segments in technology to accentuate how people, women, gamers and children can distinctly be a part of this technological world of new gadgets.

The PC Show 2018 segments:

- **Main sector of the exhibition**, where exhibitors from across the region will showcase the latest in consumer technology as well as exclusive deals on purchases that is only available at PC Show.
- **Women Tech** – a brand new segment specially designed zone for women! A segment where exhibitors market innovative IT, electronics and gadgets for women. We see how the technological world is more dominated with men and there is often no clear identification of products for women. Come discover tech products for women; making their tech learning and shopping experience easily accessible at The PC Show.
- **Know Your Tech** – an engagement and educational zone where visitors will be able to learn more about the technological products displayed.
- **GG Gaming Zone** – an exciting gaming area where PC Show partners will hold competitions, engage like-minded gamers and introduce new gaming products/ accessories.
- **MoveFuture** – an area where mobility meets technology. This zone features everything from e-scooters and e-skateboards, see the future of mobility with a brand new showcase.



To top off the great deals, demonstrations and exhibitions at this year's PC Show, there will be a slew of competitions for all to enjoy at the GAM3.SHOW 2018. Catch the ROG Champions Cup, Razer and FIFA 18 Community Challenges and rub shoulders with Singapore's very own local Pro-Gamer "Xian"! The leader in eMobility; MOBOT will also be hosting a Safe Riding Programme (2 – 3June) and E-Scooter Balancing Act (31 May – 3 June) at the MoveFuture activity area. Participation is free, so be sure to check it out at the PC Show 2018.

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About The PC Show

The PC Show 2018 is Singapore's longest running showcase of information technology (IT) and consumer electronics. Visitors to the PC Show 2018 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.

Opening hours for the PC Show 2018 are from 12 noon to 9 pm, Thursday to Sunday, 31 May – 3 June.

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

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