

17-20 June 2014 | Marina Bay Sands, Singapore

Top ICT Industry Players from India to Converge at CommunicAsia2014 and EnterpriseIT2014

The trade event will showcase big data, business analytics, cloud, M2M and wireless networking technologies and solutions that can help Indian companies level up and retain their competitive edge

NEW DELHI, 22 APRIL 2014 – CommunicAsia2014 and EnterpriseIT2014, industry's preferred information and communication technology business event in Asia, will return to Singapore's Marina Bay Sands from 17 to 20 June 2014. This transformational edition of CommunicAsia and EnterpriseIT will see some of industry's most prominent movers and shakers, including from India, converging at the event to discuss latest industry trends related to mobility and connectivity.

Social media, big data analytics and CYOD (Choose Your Own Device) have been cited in various industry reports as some of the key trends to watch in 2014¹. These trends are fuelled by a steep increase in consumption of data and entertainment on mobile devices, with mobile data traffic in Asia Pacific expected to exceed the rest of the world by 2017.²

End-users now seek reliable and seamless services on the go; and the industry is responding with a proliferation of cutting-edge solutions such as business analytics, cloud services, social TV, and second/multi screens that help consumers stay connected in an evolving digital world. Visitors will not only get to experience the convergence of technologies, they will also get to unlock new business pathways with access to networking with major global industry players.

ICT Boom in India

According to a report by Internet and Mobile Association of India (IAMAI) and IMRB International³, India has become world's second-largest online community after China with 213 million Internet users since December 2013, and 243 million by June 2014. India's total IT industry's (including hardware) share in the global market stands at seven per cent; the IT segment at four per cent, and the ITeS space takes up a two per cent. India's IT and BPO sector exports are expected to grow by 12-14 per cent in FY14 to touch US\$84 billion - US\$ 87 billion, according to Nasscom⁴.

CommunicAsia2014 and EnterpriseIT2014: Where Mobility and Connectivity Take Centre Stage

CommunicAsia2014 together with EnterpriseIT2014 will demonstrate how various technologies connect people, enterprises and cities with three new thematic clusters – NXT Cities, NXT Enterprises and NXT Connected Services. Visitors will get to observe and understand how big data, business analytics, cloud services, embedded technology, sensor networks, RFID, GPS, M2M, mobility, security and wireless networking can help companies, from a wide spectrum of market sectors such as education, banking & finance, healthcare, hospitality, retail and utilities sectors, deliver a better way to live and do business.

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- **NXT Cities** – focuses on technologies that enable the progression towards a truly connected city
- **NXT Enterprises** – spotlight on services that are designed to improve business operations, including business analytics and cloud services
- **NXT Connected Services** – demonstrates the enormous potential for a personalised experience to stay connected at anytime, anywhere with any devices

Advinno, Agilent, AppearTV, BIMAR, Eltek, FaceMe, Iridium, KORE Wireless, Nete2Asia, PCCW Global, Siemens, ST Electronics, Tata Communications, Toshiba, Verimatrix and Viaccess-Orca are just some of many key market leaders whom have confirmed their participation. Other independent exhibitors include Airwatch, Dell, Panasonic Toughbook, SingTel Satellite, Technicolor and more.

A part of CommunicAsia2014, SatComm2014 will return to provide a strategic base for the global satellite community to showcase the latest satellite communications and turnkey solutions that meets the critical needs of Asia's entire mobile ecosystem, and also the enterprise and government sectors as well. Confirmed exhibitors include APT Satellite, Asia Broadcast Satellite (ABS), Asia Satellite Telecommunications (AsiaSat), China Satellite Communications, Inmarsat, Intelsat, MEASAT, SES and THAICOM.

An opportunity for Indian exhibitors to highlight new offerings

Last year, more than 51,000 attendees from 100 different countries/regions came to CommunicAsia and EnterpriseIT, including nearly 1,500 industry professionals from India - from Bharti Aircel, Department of Telecommunications (DoT), Frost & Sullivan, Graphic India, Loop Telecom, Reliance Globalcom, Tata Communications, Tirumala Seven Hills, Wifi Networks and many others.

Sharing his views, on TEPC's efforts to gather a host of Indian ICT companies in a pavilion at CommunicAsia2014, at a pre-event press conference staged in New Delhi on 22 April, **Mr. R.K. Pathak, Secretary of Telecom Equipment & Services Export Promotion Council (TEPC) says**, "CommunicAsia presents an opportunity for us (Indian companies) to showcase our know-how on technology and developments. It is an established platform where best minds meet to discuss what is trending in the industry. IT and telecom are the backbones of the Indian economy and any exchange of knowledge will further build on our reputation as a technology powerhouse." This is TEPC's fifth consecutive participation at CommunicAsia.

Also at the press conference today, **Ms. Agnes Leung, Assistant Project Director (Communications Events) from event organiser Singapore Exhibition Services comments**, "The event has seen an enthusiastic participation from the Indian business community in the last so many years. India is a recognised name on the global map and possesses superior knowledge in technical developments. We believe CommunicAsia is one such platform to build synergy with rest of Asia and take back home vital information for all business purpose."

Indian group exhibitors, aside from TEPC, include: Adishwar Tele-Networks, Clixso, Cohesive Technologies, Dyotis, Ganges, IndusNet, Inventum, JunoTele, Linkwell, Micromax, NeoSoft, - Telecommunications Consultants India, Teramatrix, Tirubaa, Voxvalley Technologies, Wifi-Soft

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Solutions and many more. Individual exhibitors include Imery Power Systems, Exset BV, Himachal Futuristic, JMA, Navigators Software, Tata Communications, among others.

Mr. PK Acharya, Exset BV's Director for India, also present at the press conference, says, "Exset is pleased to announce that at CommunicAsia2014, we will be releasing the latest modules to our Value Added Service System DMS. Through these new modules, our customers are able to offer added value for their customers, and as well as create new revenue streams, thereby generating greater ARPU's. At Exset we have worked closely with our customers to ensure that the best features have been developed for their benefit. This is the Exset way, by listening to our customers, to discuss and develop the best options for them."

According to Ms Priyanka Rungta, Founder – Director, Navigators Software, "The Indian IT sector has entered a revolutionary phase where it is morphing from a low cost outsourcing option to a high value global player offering strategy and consultancy to clients world over. Navigators Software has been leading from the front by providing niche, high value solutions to its clients for the past decade, be it redefining business processes for insurance companies or creating products and platforms for businesses."

"We look forward to participating in CommunicAsia this year as we believe that Asian companies too have a surging demand for increasing efficiency in their business processes as well as looking for world class solutions to address growing demand in the mobile and ecommerce sector. We would be looking at business growth opportunities as well as networking with our counterparts in this event," adds Ms. Rungta.

Knowledge Transfer Platform

Comprising visionary keynotes and specialised industry sessions, the CommunicAsia2014 Summit brings knowledge transfer hub and networking platform for attendees to debate and discuss critical upcoming trends such as disruptive technologies in the ICT and broadcast market landscapes, industry risk factors and models for success that will enable companies to ride the mobility wave and remain profitable.

Exciting new trends will be examined, such as using big data analytics to power the 'Internet of Things'. An impressive line-up of conference tracks will cover the latest hot topics including the 'Internet of Things', the rise of VSAT mobility solutions for land, air and sea, enterprise consumerisation and CYOD, presented by C-level industry thought-leaders from companies such as Celcom Axiata, Dell, Reliance Globalcom, SES, SingTel and Telekom Malaysia.

BroadcastAsia2014: Covering all facets of the broadcasting value-chain

BroadcastAsia2014, Asia's most acclaimed exhibition and knowledge platform for the international broadcasting, film and digital multimedia industry, will once again be held alongside CommunicAsia2014 and EnterpriseIT2014.

At BroadcastAsia2014, visitors will not only get to experience the convergence of technologies, they will also get to unlock new business pathways with access to networking with major global industry players. In addition, they will get to observe how broadcasters, pay-TV operators and online video and content service providers are working together to connect the audience through the latest

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technologies. Technologies such as 4K/UHD, OTT, multi-screen and multi-platform streaming enhance the viewer experience in ways not possible before. For instance, broadcasters using 4K cameras can now provide higher quality images to viewers.

The BroadcastAsia2014 International Conference will delve deep into OTT as well as the role of social media in the future of TV, whilst the Creative Content Production Conference 2014 will focus on content creation and distribution, and the technical aspects of 4K. An insightful series of conference tracks will cover the latest disruptive technologies that enable companies to increase eyeballs, with specialised tracks on Asian audiences and strategies for success in Asia.

-Ends-

Shows at a glance:

BroadcastAsia2014 Exhibition		CommunicAsia2014 / EnterpriseIT2014 Exhibition
Incorporating:	ProfessionalAudioTechnology2014	SatComm2014
Date:	17 - 20 June 2014	17 - 20 June 2014
Venue:	Marina Bay Sands, Singapore	Marina Bay Sands, Singapore
Opening Hours:	17 - 19 June 2014: 10:30 am - 6:00 pm 20 June 2014: 10:30 am - 4:00 pm	17 - 19 June 2014: 10:30 am - 6:00 pm 20 June 2014: 10:30 am - 4:00 pm
Admission:	Business and trade professionals only	Business and trade professionals only
Registration:	www.broadcast-asia.com	www.communicasia.com www.goto-enterpriseit.com

Conferences at a glance:

BroadcastAsia2014 International Conference & Creative Content Production Conference		CommunicAsia2014 Summit
Date:	17 – 20 June 2014	17 – 20 June 2014
Venue:	Marina Bay Sands, Singapore	Marina Bay Sands, Singapore
Admission:	Registered delegates only	Registered delegates only
Registration:	www.broadcast-asia.com/index.php/conference/fees-registration/	www.communicasia.com/index.php/conference/fees-registration/

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