



FutureCitizen 2018: Future-Proofing Your Business for Tomorrow's Citizens

Inaugural exhibition showcases innovation-enablers that are driving business enhancement, value creation and diversification.

(Beijing, 13 April 2017) International Data Corporation (IDC) and InfoCommAsia Pte Ltd (InfoCommAsia) are proud to launch the inaugural edition of FutureCitizen, co-located with the successful InfoComm China exhibition, at the China National Convention Center in Beijing, China, from 11 – 13 April 2018. The new exhibition and conference targets trailblazers who see new business opportunities in the convergence and interconnection of today's virtual world, a world modeled on the Digital Twin concept.

The Future-Now Marketplace

Organizations have been improving the lives of individuals through the use of technology. Data capture has enabled retailers, governments, manufacturers and cities to improve their offerings and services. But, we are now approaching a new wave of improvement that centers on far greater collection of data, increased sharing of data sets and the application of artificial intelligence and machine learning.

Big Data Analytics software investments will grow to more than \$70 billion, and Internet of Things expenditure will hit \$1.29 trillion by 2020. In China alone, the value of its internet-based economy is forecast reach \$16 trillion by 2035. Already, 50% of the G2000 are starting to see the majority of their business depend on their ability to create digitally-enhanced products, services and experiences. .

In this next wave, businesses can improve decision-making and reduce risk by embracing the Digital Twin concept. Digital Twin is the digital representation of a person. The model of the marketplace comprising a multitude of Digital Twins evolves constantly due to the data it is continuously fed with. This marketplace model then becomes the testbed where organizations can gauge the impact of their product or service, optimize a specific offering, and determine the optimal outcome for a process. This optimized offering can then be extended to the actual person. The response of that person can be captured and fed back into the model. Through this process, new value can also be identified and used to offshoot a totally new business.

Calling All Future-Worthy Trailblazers

FutureCitizen features technology and solution providers who anticipate the new marketplace and help businesses stay steps ahead of their customers. These enablers of customer interactions, data creation and analysis, and business management and development will help entrepreneurs take advantage of the Digital Twin model to test and enhance their products and services, to maximize customer experience and future-proof their enterprise.

Innovation-enablers on show include manufacturers and providers of the following technology, solutions and services:

- Artificial Intelligence
- Robotics
- IoT Technology & Products
- Wearable Technology



- 3D Printing
- IT Services
- Telecom / Communication
- Brand Strategy Companies
- Cables, Connectors & Switchers
- Digital Profiling
- Networking & Automation
- Platform / OTTP
- Security
- Servers
- Smart Building
- Software / Analytics / Big Data / Storage
- Solutions & Applications
- System Integration

Derive Future Insights from the Summit

Beyond the exhibition, the tradeshow also features the FutureCitizen Summit, with industry-specific conferences that incorporate inputs from leaders in retail, healthcare, hospitality, banking, financial services, insurance, and various other industries.

FutureCitizen Summit will deepen insights into market trends, and stimulate ideas for businesses to harness novel integrated systems to create new digitally-enhanced products, services and experiences.

FutureCitizen 2018 Exhibition and Summit will equip businesses with innovative technologies and thought-provoking concepts to understand tomorrow's citizen. This will put businesses in a position to provide a targeted offering that intimately meets their customers' needs.

Futurecitizen's Formula for Success

FutureCitizen will be co-located with InfoComm China. For over a decade, InfoComm China has been raising the profile of China's pro-AV and Experiential Communications market. Today, it is Asia Pacific's foremost platform which has seen growing visitor numbers in successive years, with 26,728 visitors recorded in 2016. FutureCitizen will be tapping into InfoComm China's pool of visitors – C-suite business and technology decision-makers from across all industries, all seriously seeking and ready to invest in innovative products and solutions.

FutureCitizen is the show that will drive technology trends while enabling businesses to stay ahead of those trends. It is the show literally for every industry. Find out more about FutureCitizen 2018 at www.futurecitizenshow.com.

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About the Organizers



International Data Corporation (IDC) is the premier global provider of market intelligence, advisory services, and events for the information technology, telecommunications, and consumer technology markets. With more than 1,100 analysts worldwide, IDC offers global, regional, and local expertise on technology and



industry opportunities and trends in over 110 countries. IDC's analysis and insight helps IT professionals, business executives, and the investment community to make fact-based technology decisions and to achieve their key business objectives.

To learn more about IDC, please visit www.idc.com.

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InfoCommAsia Pte Ltd extends its influence through three marquee shows: **InfoComm China**, **InfoComm India** and **InfoComm Middle East & Africa**. Each show comprises an exhibition that showcases the world's most cutting-edge and in-demand inventions, and a Summit that presents learning opportunities. Bringing together industry players and top-level decision-makers from across all industries, the shows enable industry players to tap into the vast potential presented by the professional AudioVisual market of each country and region.

Additional information is available at:

www.infocomm-china.com

www.infocomm-india.com

www.infocomm-mea.com

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