

The Home Technology Zone powered by CEDIA

Shanghai Intelligent Building Technology
3 – 5 September, 2014
Shanghai New International Expo Centre
Shanghai, China

Discover opportunities in the integration of audio and video systems at China's premier intelligent building technology platform



With the rapid development of China's intelligent building technology market, the integration of smart home audio and video systems has grown larger than ever before.

Currently, residents of China have increased their calls for modern and comfortable living environments that highlight their increasingly affluent lifestyles. A key contributor to residents meeting this goal is the adoption of intelligent building solutions. From overall home design to the integration of state-of-the-art audio visual systems, intelligent building technology has the ability to not only enhance the lives of residents but help bring China's urban developments into the future.

The Shanghai Intelligent Building Technology show is focused on the core themes currently highest in demand across East China, including **building energy efficiency, intelligent cities and smart homes**. At its 2013 edition, the event welcomed 12,762 visitors from 50 countries and regions, with 135 exhibitors on hand across 10,000 sqm of space, a 62% increase from its 2012 edition. Famous brands at the 2013 show included **Control 4, Levoic, Langdu, OWI, Youzhuan, Pionsonic, IISFREE**.

In addition to designing the overall exhibition, the fair's organiser, Messe Frankfurt, in cooperation with the Custom Electronic Design & Installation Association (CEDIA) will organise the Home Technology Zone at the 2014 show. The special area will showcase exhibitors involved in the development of audio and video systems, associated components, home theatre and multimedia systems as well as overall system integration. The special area's co-organiser, CEDIA, also intends to present its industry-specific knowledge to the various technical experts at the fair. The association will hold a series of training courses as well as seminars to further the development of China's audio and video technology industry.



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Industry change accelerates market growth

Changes in technology development as well as consumer behaviour have been two of the strongest factors in the rapid growth of the audio and video industry. In the past, consumers were content with having separate devices for home audio and video entertainment, but these types of products can no longer satisfy the needs of users who live in an increasingly integrated environment. New products and solutions that integrate audio and video systems as well as associated components have become a major industry trend. The concept of integrated audio and video systems is supported largely by the growth in automation technology. The sector has an unprecedented opportunity to raise both lifestyle qualities among users as well as the efficiency of buildings.

Huge market potential and growth for China Audio and Visual industry

According to a recent study, Asia Pacific's share of the global pro-AV communications market is projected to reach 35% in 2015. Pro-AV system sales in China currently grows at an annual pace of at least 20 percent, and is forecast to double from USD 8.8 billion in 2012 to USD 15.3 billion by 2015.

CEDIA

CEDIA, the Custom Electronic Design & Installation Association, is the leading global authority in the USD 14 billion home technology industry. CEDIA represents 3,500 member companies worldwide and serves more than 22,000 industry professionals that manufacture, design, and integrate goods and services for the connected home.

CEDIA's mission is to be a core component of its members' prosperity. Built upon a strong volunteer foundation, CEDIA provides access to industry-leading education, certification, research, and consumer awareness. CEDIA serves as the go-to home technology source for consumers and professionals alike.

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Exhibit profile

- 3D technologies
- Audio accessories
- Audio and video components
- Audio and video connectors and switchers
- Audio and video transmission systems and technology
- Audio visual technologies
- Control/ Interfacing/ Distribution systems and technologies
- HD network playback devices
- HDTV
- Home access control products and systems
- Home medical systems
- Home networking & automation
- Home theatre design and technologies
- Lighting & studio support systems
- Mounting systems
- Multimedia
- Network hardware and software
- Projectors, lenses & accessories
- Projection screens & shades
- Remote control systems and accessories
- Speakers, amplifiers and mixers
- Streaming and webcasting
- Systems integration
- Video production and editing technologies
- Wall track systems
- Wireless AV systems

Visitor profile

- System integrator
- Residential electronic integration system installer
- Audio systems designer
- Architect
- Interior designer
- Audio and video technical engineer
- Property developer/ Building owner
- Building decoration company
- Institutions for standard development
- Agent/ Wholesaler/ Distributor
- Import and export agent
- Pro AV end-users (e.g. villa, hotel, offices, etc.)