



2nd – 4th November 2011

Vietnam Exhibition and Fair Centre (VEFAC), Hanoi, Vietnam

PALME Vietnam A Resounding Success

2 – 4 November 2011, Vietnam Exhibition and Fair Centre (VEFAC), Hanoi, Vietnam

PALME Vietnam, Vietnam's International Showcase for Professional Audio, Lighting, AV, Systems Integration, Music Software & IT and Entertainment Technology exhibition hit Vietnam for the second time and closed its doors with a big bang. Organized by IIR Exhibitions Pte Ltd, PALME Vietnam was held concurrently with Broadcast & Media Tech Vietnam (BMT), Vietnam's First International Media Exhibition and Conference covering the latest in Broadcasting, Cable, Satellite, IP and New Media and INSTALL Vietnam from 2 - 4 November 2011 at Vietnam Exhibition and Fair Centre (VEFAC) in Hanoi, Vietnam - conveniently co-located together to bring the best of both industry segments to trade visitors.

Endorsed by the Vietnam's Ministry of Industry & Trade, Ministry of Science & Technology, Ministry of Sports, Culture & Tourism, Hanoi's People Committee Department of Information & Communication and The Voice of Vietnam (VOV), Vietnam Multimedia Corporation (VTC), Vietnam Television (VTV) and Hanoi Radio-Television Broadcasting (Hanoi TV) especially for Broadcast & Media Tech Vietnam this year's shows attracted visitors from the entertainment and broadcast industry alike eager to meet new partners, distributors and suppliers for increasing projects in the tourism and broadcasting sector.

PALME and Broadcast & Media Tech Vietnam showcased over 121 brands and companies from 19 countries over the 3 day exhibition that attracted some 4490 trade visitors to the event. The success of the PALME and Broadcast & Media Tech Vietnam 2011 exhibition was reiterated by both exhibitors and visitors alike. The majority of exhibitors were very satisfied with the outcome of this year's show in terms of numbers and quality of visitorship. More than 50% of visitors confirmed an order, asked for a quotation or made a purchase at the show and over 60% of PALME and Broadcast & Media Tech Vietnam 2011 visitors were decision makers.

Trade visitors to the event were presented with a platform of over 121 leading brands and companies international manufacturers, system integrators, distributors and service providers such as Audio Technica, Brahler, EAW, Extron Electronics, Meyer Sound, ROBE Lighting, Synergy AVL, TOA Electronics, Vistron and many others from several countries such as Denmark, France, Germany, Italy, Singapore, Spain, Taiwan, UK, US, China and many more as well as local players such as Ba Sao Investment, BOSCH, Musicland, Viet Thuong Melody, Vistar and many others showcasing their latest products and solutions. Key highlights for visitors also included the Sound Array Demonstration and the 3D Mapping Showcase.

For the first time Broadcast & Media Tech Vietnam 2011 offered a two-day conference & workshop programme featuring Digital TV Asia Conference, Digital Broadcasting Workshop held by DigiWorkz and Hoa Sen University Workshop. Vietnam, like many countries in the Asia-Pacific, is in the midst of phasing out analogue and migrating to digital. The Broadcast & Media Tech Vietnam 2011 Conference & Workshops was the largest and most influential gathering of broadcast experts from Europe and Asia in Vietnam to discuss digital TV standards, key technologies, tradeoffs and applications for operators and service providers, regulators, investors, vendors, consultants and many more. More than 80% of the delegates were very



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satisfied with the quality of the conference and speakers. Especially insights on the DVB-T2 standards & developments were in high demand among the conference delegates.

For the detailed PALME and Broadcast & Media Tech Vietnam 2011 Post Show Report please visit our websites www.palme-vietnam.com | www.bmtvietnam.com.

Next year the PALME Asia series will be traveling to Thailand. INSTALL / PALME Thailand will be held on 19 - 21 September 2012 in Bangkok, Thailand. For detailed information, please visit www.install-asia.com/thailand.

About PALME Vietnam (www.palme-vietnam.com)

PALME Vietnam is Vietnam's International Showcase for Professional Audio, Lighting, Audio Visual, Systems Integration, Music Software & IT and Entertainment Technology Exhibition.

About INSTALL Vietnam (www.install-vietnam.com)

INSTALL Vietnam is Vietnam's international Audio Visual Installation and Systems Integration exhibition.

About Broadcast & Media Tech Vietnam (www.bmtvietnam.com)

Broadcast & Media Tech Vietnam is Vietnam's first international digital media exhibition and conference covering the latest in Broadcasting, Cable, Satellite, IP and New Media Technologies.

About PALME Series (www.palmeseries.com)

PALME is the region's largest and most established trade event to the ever growing Professional Audio, Lighting, Music, Audio Visual, Systems Integration and Entertainment Industries.

New Launch event: **Houses of Worship Technologies Asia 2012** is Asia's 1st Exhibition and Conference on Houses of Worship Technologies. It also provides a platform to educate and train stakeholders in this industry on the use of today's technologies. Houses of Worship Technologies Asia 2012 will be held from 16 - 18 August 2012 at Suntec Singapore. For detailed information, please visit www.housesofworshiptech.com.

About IIR Exhibitions Pte Ltd

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industry sectors including aviation, agriculture, electrical & electronics, energy, entertainment, environment, food, lifestyle, healthcare, industrial, life sciences, maritime, telecommunications, travel & tourism, medical, printing, publishing, commodities, safety, security, transport & infrastructure, etc.

For detailed information, please visit www.iirx.com.sg | www.informa.com.

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