

AMA TIMES

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Pro AVL Asia 2016 to Play a Key Role in Revitalising the Industry



**PRO AVL
ASIA 2016**



**TOURISM
TECHNOLOGY
ASIA 2016**

20 - 21 July 2016 : Marina Bay Sands, Singapore

With the speed of software and hardware advancement, tourism infrastructure and spaces need to upgrade their technological capabilities to meet the expectations of the discerning consumer.

Pro AVL Asia (PAA) held in conjunction with Tourism Technology Asia (TTA) educates the industry on how to use technology to optimise their operations and live events, and showcases the advancement in Pro AVL equipment that can bring out exceptional experiences for your customers.

It will be the regional trade exhibition and conference that brings together the ASEAN market – specialising in technologies built for hospitality spaces, live events, large-scale venues like convention centres, stadiums, leisure attractions, entertainment, and F&B.

The time for the industry to modernize new projects, and upgrade current developments is now as tourist arrivals into Asia is expected to be the highest globally at +5%.

This includes both business and leisure travellers attending live events, visiting leisure attractions, staying at hospitality venues, using large-scale venues, and patronizing entertainment and F&B establishments.

The exhibition and activities at Pro AVL Asia and TTA will support this growth in the region and bring the full suite of products, solutions via its exhibition, conference, seminars, workshops, and activities.

CONFERENCE OVERVIEW

VENUE: Marina Bay Sands Expo and Convention Centre, Singapore

DAY 1 - 20 July 2016:

0800hrs - 1740hrs

DAY 2 - 21 July 2016:

0815hrs - 1140hrs

For more information about Pro AVL Asia – call +65 67023005 or email enquiries@giec.biz and alyssa.seah@giec.biz or visit www.tourismtechnologyasia.com



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Themed Entertainment Panel - Using Technology to Create a Compelling Themed Entertainment Experience

20th July: 10:30hrs – 12:00hrs @ Innovative Theatre Room C

Working jointly with the Asia Pacific Board of our partner association, the Themed Entertainment Association. Attend to hear how the experts with experience in renowned themed entertainment venues discuss the use of technology to create better and more compelling experiences for their customers.

Panelists include:

- Ken Wheatley (Christie Digital, USA)
- Anne Huang (Vice President, VOA Associates Incorporated, China)
- Jill Wu (CEO, YAOX5D, Taiwan)
- Thomas Megna (CEO, Megna Entertainment Group, China)

All about Live Sound Reinforcement

20th July: 14:00hrs – 17:00hrs @ Innovation Theatre Room C, By Mr Daniel Foo, Founder/Director (R&D) – GECKO Music Group

Learn about Live Sound Reinforcement from the experts, key topics:

- Live sound reinforcement design and requirements.
- Why are there differences in sound quality on different makes of audio equipment when all of them are having the same technical specifications?
- Why are your loudspeakers not covering your venue well, even with filler and delay speakers installed?
- Introduction to GECKO® C.R.I.S.T.A.L.® Audiophile technologies.

Strategic Lighting Design Planning for Large Scale Broadcast Event

21st July: 10:00hrs – 11:30hrs By Mr Mac Chan, Principal Consultant, Stage Centre Line Associates Pte Ltd

Hear and exchange ideas with an expert who has planned the lighting design for mega large-scale events such as Singapore's National Day Parade, and the SEA Games. Topics he will be covering:

- Broadcast Lighting requirement and technical planning
- Lighting Design issue and technical / logistic challenge for large Scale event
- New Visualisation Technology in large scale event application
- Case Study of Singapore NDP, Commonwealth Games and SEA Games Opening Ceremony.

Design Considerations for Audio, Video, Stage Lighting and Acoustics in A Performance Venue

21st July 14:00hrs – 15:30hrs @ Innovation Theatre Room B, By Robert Soo, Cogent Acoustics

Hear and exchange ideas from an expert on how to make use of your audio, video, stage lighting and acoustics equipment for your Houses of Worship (Churches, etc.) to make your venue will come to life.

SMART Hospitality Technologies Showcase

20 – 21 July on the Exhibition Floor, Hall C, By Swee Lee Projects

The showcase will be taking a look at Technologies in two key areas of a hotel - the Function Room and the Guest Room.