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**International ICT Expo**  
國際資訊科技博覽

13-16 April 2012  
Hong Kong Convention and Exhibition Centre


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Organised by the HKTDC and held at the HKCEC, the International ICT Expo showcases the newest products and solutions in information, communication and technologies such as telecommunications, multimedia, the internet, digitainment, computer and peripherals.

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## **Innovative Products and New Zones add Another Dimension to the Hong Kong Electronics Fair and ICT Expo**

(13 March 2012) The thirst for sophisticated and cutting-edge technologies in computers, mobile phones, tablets, and the increasing need for innovative

and secure information technology products are continuing to fuel the consumer electronics and ICT markets. A wide array of such choices will be at offer at the Hong Kong Electronics Fair and ICT Expo next month.

Entering their ninth editions, the **HKTDC Hong Kong Electronics Fair (Spring Edition)** and **HKTDC International ICT Expo** are expecting over 3,150 exhibitors from over 20 regions and countries to exhibit at the **Hong Kong Convention and Exhibition Centre from 13 to 16 April 2012**.

Expanding to a **new venue Hall 5FG**, the Hong Kong Electronics Fair is bringing **ten new zones** to feature a wider range of the latest electronics products available today. Among those are eight new product zones such as **Eco-Friendly Products, Fitness & Beauty, HD Consumer Products, Mobile Devices & Accessories**, etc and two display zones - **Technology and Innovation Zone** and **Small Order Zone**.

**Catalyst Lifestyle Limited** will feature their newly patented **Sound Cover** designed for iPad 2. This iPad 2 smart cover comes with built-in flat NXT stereo speakers. Its ultra slim and lightweight advantages make it the perfect speaker on-the-go.

Weight-loss exercise is made easy with the Hong Kong brand **OTO's Cruncher**, which offers a fitness device that combining the effect of pull-up and crunch. The new slim device makes the perfect fit for home users.

For buyers and visitors who are hungry for innovations, look no further than the **Technology and Innovation Zone** at **Hall 5 Concourse**. This zone will display products that are either IP registered or are currently pending approval. The **City University of Hong Kong** will display an **air purifier prototype** using efficient ozone-catalytic oxidation technology to improve indoor air quality.

**Providence Enterprise Limited** will display their new health device - **Infrared and Laser Acupuncture Device** which simulates the use of traditional Chinese acupuncture to relieve joint pain.

Buyers looking to source in smaller lots will be able to see product displays at the new **Small Order Zone** that are specifically available in small order quantities, view product videos, and engage with those suppliers.

The **Hall of Fame** will not only highlight some 500 top industry brands and first-time exhibitors, but will also feature exciting newly launched products, including a new series of high-end electronics products unveiled by renowned German brand **AEG**.

The **HKTDC International ICT Expo** will once again showcase the newest solutions in telecommunications, multimedia, internet and digitainment from exhibitors across the world. **Asta Systems Ltd.** will demonstrate their **QlikView business intelligence tool**, which is the world's first associative and in-memory business intelligence platform, allowing users to access from anywhere via most mainstream mobile phone devices.

As networks have become an integral part of people's lives, advanced technologies to protect and recover data and preserve privacy are crucial elements for every business. **DataExpert Technology Limited** will feature a **professional data recovery tool** that has the ability to diagnose, back-up, file and partition recovery and repair with embedded case management software that keeps records organized.

Businesses that are concerned with network security will be able to learn about **Network Box Hong Kong Limited's managed security service**. Their service offers "365-day" protection over 1,000 enterprise data networks worldwide by trained security analysts who can observe threats in real-time and proactively manage their clients' protection levels.

Two exciting new additions to the expo this year are the **Business Apps on Cloud & Mobile** and **Mobile Marketing** zones. One interesting product that will be on display is AS Daily English by **AvailaSoft Corporation Limited**. AS Daily English is a software platform designed for the people of Hong Kong to learn English. Its 3-In-1 edition allows for flexibility in learning as an adult, child, or as a family, and access to daily updates and on

-line courses to facilitate a step-by-step and day-by-day learning process.

### Hong Kong Electronics Fair (Spring Edition)



Sound Cover  
Catalyst Lifestyle Limited  
Booth no.: 5G-C02



Cruncher  
OTO Bodycare (H.K.)  
Limited  
Booth no.: 1A-C14



Air purifier prototype  
Dept of Systems  
Engineering & Engineering  
Management,  
City University of Hong Kong  
Displayed at Hall 5  
Concourse (Technology and  
Innovation Zone)



Infrared and Laser Acupuncture Device  
Providence Enterprise Limited  
Displayed at Hall 5 Concourse (Technology  
and Innovation Zone)



Soundmachine for iPhone/ iPod  
Clatronic Far East Limited  
Booth no.: 1C-E02

### International ICT Expo



QlikView business intelligence

Asta Systems Limited

Booth no.: 1C-E02



Computer Data Recovery Tool

DataExpert Technology Limited

Booth no.: 3F-E16



Managed Security Service

Network Box Hong Kong Limited

Booth no.: 3F-E26



English Learning Apps

AvailaSoft Corporation Limited

Booth no.: 3F-E25

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**Fair Websites**

Hong Kong Electronics Fair (Spring Edition) –

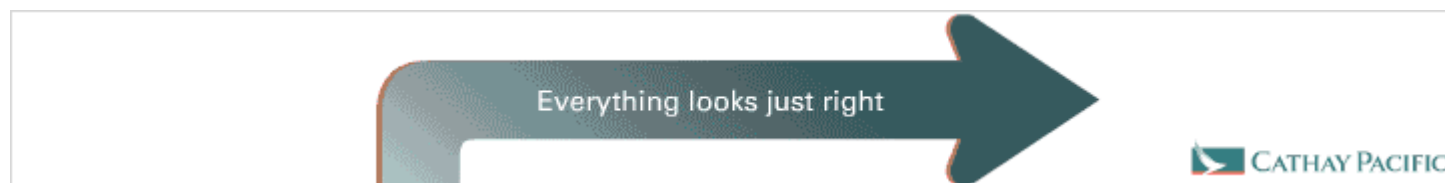
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