



22<sup>nd</sup> – 24<sup>th</sup> July 2010

Saigon Exhibition & Convention Centre. Ho Chi Minh City, Vietnam

Press Release

For Immediate Release

## **IIR Exhibitions to launch Digital Display Tech Vietnam Exhibition as part of INSTALL Vietnam**

As the economies around the world start to recover from the aftereffects from 2009's recession, there is a growing demand for Digital Display projects as more organizations realize the immense benefits from these technologies. Digital Signage in particular has already gained worldwide recognition as a very effective channel to deliver information and promotional messaging. The Digital Signage industry is growing at a phenomenal rate in public and commercial sectors. Vietnam, a largely untapped market, is also experiencing exciting growth in Digital Display Technologies with many companies capitalizing through expansion into the market. To capitalize on these market opportunities, IIR is poised to launch Digital Display Tech Exhibition (DDT) as part of INSTALL Vietnam, in Ho Chi Minh City, from 22<sup>nd</sup> – 24<sup>th</sup> July 2010 at Saigon Exhibition & Convention Center (SECC).

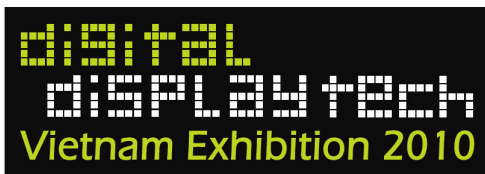
According to Global Industry Analyst, the world market for outdoor advertising is projected to reach US\$30.4 billion by 2010. In addition, Display Search recently forecasted that the worldwide market for short-throw and ultra short-throw projectors will grow to 844,000 units by 2012, an increase of more than ten times. Asia Pacific itself presents a 12% growth potential for this market in 2010.

"Digital Displays are the way forward for Outdoor Advertising as they are an infusion of both visual and audio elements which can be used for a multiplicity of purposes and industries. The potential applications for Digital Displays are limitless. They are relevant installations in areas as diverse as from restaurants to retail outlets to even the facades of buildings." said Ms Anna Cheong, Exhibitions Director of INSTALL Vietnam.

Specifically for Vietnam, according to a report from PricewaterhouseCoopers Vietnam, the value of the Vietnam's entertainment and media market has approximately tripled in five years from 2004 to 2009 and is expected to exceed USD 2.3 billion in 2013. Advertising is expected to increase by 10.9% with consumer spending expected to grow by 16.1%. Furthermore, Vietnam's tourism growth rate is the highest in Asia. This has brought about the tremendous demand for AV equipment, technologies and services. Digital Display Tech is precisely why the show has been planned to make its debut in Vietnam to capitalize on this untapped market.

**IIR Exhibitions Pte Ltd** an informa business

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Said Ms Rosalind Ng, Managing Director (Asia), "A report by the Asian Development Bank has earmarked Vietnam to be an industrialized nation by 2020, with the rapid growth of Entertainment and Media industries fuelling this growth. This points to a potentially huge market opportunity in which manufacturers can gain a first mover advantage by exhibiting at Digital Display Tech."

To enquire with regards to the inaugural Digital Display Tech exhibition, please contact Ms. Anna Cheong at +65 6319 2668 or [anna.cheong@iirx.com.sg](mailto:anna.cheong@iirx.com.sg).

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