

## PRESS RELEASE

### THE RISE OF THE SAVVY GADGETTES

#### Female IT Consumers Can Expect Chick Magnets Galore At SITEX 2010

**Singapore, 1 November 2010** – Cast aside the notion that technology is the domain of male gearheads. Now big business, particularly hi-tech manufacturers, is scrambling to get a piece of the modern woman consumer. When it comes to IT products, the female consumer is hardly your traditional gadget-fixated, spec-obsessed nerdy archetype. Financially independent and well-educated, the women of today demand form and function, style and substance.

#### Lady luck shines bright at SITEX

Over the last five years, Singapore's favourite digital playground, **SITEX**, has attracted a steady rise in the number of female visitors, with over forty per cent being of the fairer sex at last year's edition<sup>1</sup>. In celebration of women and technology, will feature the ever-popular **Ladies Go Tech** promotion once again this year. Female shoppers will stand to win attractive mystery prizes throughout the four-day show. Simply present a single receipt of minimum S\$200 at the designated redemption area located at Hall 4 and you will be entitled to a **lucky dip**. Up for grabs are digital photoframes, portable GPS, IT accessories, routers, scanners, security software, and so on, from the likes of *AC Ryan, Aceline, Acer, AsiaRadio2000, Autoform, EduPartners, Emjay Enterprises, KJC Technologies, McCoy, OrangeComms, Pericom, Sony, Symantec, ZMC*, and counting.

Ho Se Mun, Executive Director of Singapore infocomm Technology Federation, the organiser of SITEX, says, "With 41.5 per cent of Singapore's population (aged 15 years and above)<sup>2</sup> being of the fairer sex, manufacturers have gone beyond the stereotype of producing a pink or more compact version of an existing gadget by creating products with women's needs and tastes in mind."

#### She's got to have it all

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<sup>1</sup> Research findings based on 2009 survey conducted by independent research company, Connecting Insights Consultants

<sup>2</sup> <http://www.moh.gov.sg/mohcorp/statistics.aspx?id=5524>

AC Ryan Asia Pacific Pte Ltd has its finger firmly placed on women's digital lifestyle pulse. Soon Linlin, Marketing Executive, reveals, "There still exists this misconception that women choose form over function but in reality, women not only demand stylishly designed products, but powerful technical specifications too. Also, we have observed an increase in the number of ladies obtaining content and data off the Web and on the go, so our Playon! series of media players and streamers are a perfect fit to their hectic digital lifestyle. Compact, sleek and user-friendly, our Playon! HD Mini can be plugged into any full HD TV and you can start streaming movies and videos in the comfort of their own living room."

KJC Technologies Pte Ltd understands that sometimes female consumers cannot seem to find a gadget that promises the perfect style and substance combination they are seeking. Ray Ku, Product & Marketing Manager, says, "Ladies have always loved to accessorise and IT gadgets are a perfect avenue to show off their unique individual style. KJC's series of smartphone accessories promises just that right balance of user-friendliness and chic design to cater to the fairer sex."

Orange Communications Pte Ltd is yet another SITEX exhibitor cum sponsor who is keen to tap on the emerging opportunities. Harris Tay, Managing Director, shares, "*Ladies Go Tech* is certainly something Orange feels is exciting and relevant to current market sentiments. Women are definitely increasingly IT-savvy and more discerning when it comes to technology products. At OrangeComms, we are constantly looking to bring in exciting gadgets that are not only functional but appealing in terms of design for the ladies. The *Walk on Water* collection of laptop bags is certainly one of them."

SITEX will be held at **Halls 4 to 6** of **Singapore Expo** from **25 to 28 November**.

### **About SITEX**

Organised by the Singapore infocomm Technology Federation (SiTF) and managed by SingExhibitions, SITEX is the longest-running consumer IT exhibition in Singapore. For 21 years, SITEX has provided an excellent platform for companies to showcase and launch IT products, services and technologies to a wide and targeted audience. For more information, visit [www.sitex.com.sg](http://www.sitex.com.sg).

### **About Singapore infocomm Technology Federation**

SiTF is the Singapore infocomm industry trade association. It brings together almost 400 corporate members from MNCs and local companies. SiTF assists its members in business development, market intelligence, overseas trade missions, networking and alliances.

SiTF has nine chapters under its wing - Best Sourcing, Digital Media, Cloud Computing, eGovernment, eLearning, Green IT, Singapore Enterprise, Security & Governance and Wireless. SiTF also owns and manages the Infocomm Singapore Centre (ISC) in Shanghai and has a joint venture with Hangzhou e-Software Park (HZESP) to set up the solution centre in Hangzhou, China, to give local infocomm companies a foothold into the China market.

For more information on SiTF, please visit [www.sitf.org.sg](http://www.sitf.org.sg).

### **About Singapore Expo Convention and Exhibition Centre**

Ranked one of the top Meetings, Incentives, Conventions and Exhibitions (MICE) venues in Asia, Singapore Expo, managed by Singex Venues Pte Ltd, is the largest MICE centre in Singapore. It is proud to be the chosen venue for some of the major conventions, exhibitions and meetings held in the region. With ten Exhibition Halls, ten Conference Halls, multiple Meeting Rooms, and six mobile V-Rooms, there is plenty of versatile space for conferences, exhibitions, breakout sessions, private VIP lounges and auxiliary activities.

Singapore Expo is a one-stop event and meeting venue with event planning, operations, top caterers, parking spaces for over 2,400 cars, a dedicated Expo MRT station, and is barely fifteen minutes to the city centre and five minutes to Changi International Airport. Visit [www.singaporeexpo.com.sg](http://www.singaporeexpo.com.sg) for more details on the facilities and services.

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