



**FOR IMMEDIATE RELEASE**

## **SITEX 2007 EMBARKS ON GREEN MOVEMENT**

*6 new segments to excite visitors this holiday season*

1. **Singapore, 20 November 2007** – For the first time, organisers of SITEX 2007 will be partnering first-time exhibitors, Cash Converters and Clean Solutions in a bid to reduce environmental damage arising from e-wastes. E-wastes are potentially hazardous to the environment as discarded items such as computers, monitors, televisions and other consumer electronics when not properly disposed, can emit lead and other toxic materials into the ecosystem.
2. At the Cash Converters booth, visitors will be able to trade their unwanted but working electronic products for instant cash. Visitors with items that do not meet Cash Converter's requirements can do their bit for charity by discarding these items into recycling bins provided by Clean Solutions. The Organisers will be donating the revenue collected from the extraction of precious metals from the electronic refuse to the Society for the Physically Disabled (SPD). The 19th edition of SITEX will take place from **29 November to 2 December at the Singapore Expo**. Admission is free.
3. In addition, **6 new segments** will be unveiled in this year's show. Said Ms Rosalynn Chua, Dy General Manager of Singex Exhibitions, "This year, we have introduced new segments such as Automobile Electronics, IT Education, IT for Kids, Business IT, New Technology and Smart Home to provide more lifestyle options to our visitors. Through these new segments, we want to show how SITEX is not just another IT event but one with a difference – showcasing the eclectic mix of digital media technologies for the automobile, home and office environment."
4. Other familiar segments that will occupy the over 200,000 square feet of floor space will include Animation, Camera & Camcorder, Computer & Hardware, Gaming, New Technology, Home Entertainment, Mobile Communications and MP3/MP4.

5. Applauding SITEX's green movement, Mr Jeremy Taylor, Managing Director of Cash Converters said, "Rapid advances in technology means that IT products such as PDAs, Xbox and PSPs are becoming obsolete more quickly. By selling your outdated electronic items, you get instant cash to finance your new purchases and at the same time, help to keep toxic elements out of incinerators."
6. Said Mr Alistair Tan, Business Development Manager of Clean Solutions, "E-wastes poses a huge environmental threat as many components of electronic wastes from computer monitors, circuit boards and laptop batteries are hazardous and non-biodegradable. These disposed products contain valuable materials such as aluminum, ferrous metals, plastics and copper which can be recovered and recycled into new products. The remaining non-recyclable components will be sent to the incinerators to be destroyed in an environmentally-friendly way."

### **Other Highlights**

7. **New Technology** – Several new product and technology highlights will be featured. Refer to **Appendix** for details.
8. **IT Education** – Visitors looking to develop or upgrade their IT skills can check out the IT training courses offered by Netassist, New Horizon, 3dsense and Comat Training Services.
9. **Ladies Go Tech!** – Proving that IT is not just a man's world, the Organizers are wooing the financially-powered ladies with style. For the first time, the first 50 ladies to present a single receipt with a minimum purchase of \$200 can redeem a free gift. Redemption is on a first-come-first-served basis and is limited to one gift per customer. Exhibitors riding on the bandwagon will go all out to court the ladies with popular gadgets include Samsung (digital door lock, Toshiba (Satellite notebook computer), i.Tech (i.Lady bluetooth headset) and Personal Automation Mart (Kohjinsha mobile PC).
10. **IT for Kids** – Parents keen on giving their children a head start on the new school year will not want to miss this segment. Exhibitors Hanvision, ST Music World and iknow will be showcasing the most up-to-date digital e-learning tools as well as a whole series of educational audiovisual materials designed to stimulate children's imaginations.
11. **Automobile Electronics** –Touted as one of the most exciting features, the Automobile Electronics segment offers visitors a first-hand look at the intelligent car of the future. With an impressive lineup featuring brand leaders such as Hanman, Smart-I, Nextbase, Tibo and

MapKing, visitors can discover the latest trends in the automobile market. The segment showcases a wide-ranging menu of auto electronics including audio and video accessories, GPS and navigation systems, handheld information devices and in-car entertainment.

12. **Smart Home** – From multi-room entertainment systems to state-of-the-art security solutions, this segment hosts distributors and brands such as Hanman and Samsung featuring the latest in home IT products and services.
13. **Business IT** – Aimed squarely at home offices, SMEs and MNCs seeking cutting-edge infocomm products and services to improve their business strengths. Watch out for players offering computer hardware, accounting and business software, office telecommunications equipment, web hosting services and networking solutions.
14. **Lucky Draw** – For every \$100 spent at the show, visitors will stand a chance to win the first prize of a Pioneer 50” HD Plasma TV worth \$8,299. A total of 20 entries will be capped per customer.

### **Rising Visitorship**

15. From a humble turnout of 143,000 visitors in 2000, SITEX has grown in popularity and appeal, attracting 680,000 visitors over four days last year. SITEX is a proven platform that provides access to key demographics such as tech enthusiasts, gamers, PMEBs, families and the M-generation.
16. SITEX 2007 is organised by Singapore infocomm Technology Federation (SiTF) and managed by Singex Exhibitions. For more information, visit [www.sitex.com.sg](http://www.sitex.com.sg).

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SITEX 2006 high res photos can be downloaded at [http://www.sitex.com.sg/photo\\_gallery.php](http://www.sitex.com.sg/photo_gallery.php)