Thailand’s Software Industry looks at CommunicAsia 2017 to Expand Regionally and Globally





Bangkok, April 2017 – Software Park and the Department of International Trade Promotion (DITP) will lead Thailand’s delegation of mobile application and software companies exhibiting at the upcoming CommunicAsia 2017 – Asia’s largest industry event for ICT, in Singapore from 23 – 25 May. The Thailand Pavilion will house 12 companies presenting solutions in enterprise software, education, media, logistics and communications. In total, there will be 16 organisations from Thailand exhibiting at CommunicAsia2017.

“Under Thailand 4.0 economic policy with the aim at pulling the country out of the middle-income trap to become a high-income nation, it is very crucial to develop, support and transform all sectors towards Digital Thailand”, emphasizes Mr.Chalermpol Tuchinda, Director, Software Park Thailand. “Software developers are key players in the value-based ecosystem and they need back-ups from the government. Software Park Thailand supports, incubates and promotes Thai software entrepreneurs and new tech startups to showcase their technology at international trade shows and exhibitions. This provides greater opportunities for global business matching and collaboration, resulting in the sustainable business growth.”

Rounding out Thailand’s participation at CommunicAsia2017 exhibition are Thaicom – one of Asia’s leading satellite companies, and Throughwave – an IT infrastructure company that designs products to increase the reliability, performance, and security of an organisation’s IT strategy. The CommunicAsia Summit will also see speakers from Thailand including Paiboon Panuwattanawong, Chief Executive Officer, Thaicom; and Dr. Thanachart Numnonda, CEO and Founder, IMC Institute, Thailand. Dr. Thannachart will be presenting a session titled IT Security Trends in Thailand: Towards Thailand 4.0 – on how emerging technologies such as cloud and big data, and IoT sets the scene for radical change in Thailand. It will also touch upon the need to establish IT Security policies, on aspects such as technology, awareness and human resources, and how Thailand is reacting and evolving in this space.

“Thailand has had a steady presence at the event over the last few years. As more Thai technology companies continue to expand beyond their borders, CommunicAsia serves as an ideal launch pad into South Asia where there is much potential for growth and adoption of Thai technologies,” says Mr Victor Wong, Project Director of Communication Events from event organiser, UBM SES. 1700 exhibitors from 58 countries and 38 international pavilions will present an ecosystem of the latest technologies and innovations companies and governments need to keep up with in this digital era. CommunicAsia and BroadcastAsia 2017 will span 65,000 sqm across Marina Bay Sands and Suntec Singapore, and is expected to receive 48,000 attendees.

CommunicAsia and EnterpriseIT Show Highlights

Accounting for half of the world’s total 3.6 billion Internet users, Asia Pacific is fast becoming the centre of digital innovation. According to McKinsey & Company, mobile Internet, IoT, cloud technology, 3D printing and advanced robotics — are expected to lead to 30 per cent GDP growth in

Southeast Asia alone.

Recognising technology's growing impact on the region's economy, CommunicAsia and EnterpriseIT brings together global ICT players providing the innovations that are enabling digital transformation of businesses and cities across Asia. Spanning the whole fifth level of Marina Bay Sands, NXT@CommunicAsia is a Smart Cities showcase dedicated to future-ready solutions in Artificial Intelligence, Big Data, Cloud, IoT, Cybersecurity, Robotics and AR/VR. NXT will also feature Disrupt+, a brand new area dedicated to start-ups. The event's first-ever Startup Alley will house more than 30 start-ups and SeedStarsWorld – the world's biggest startup competition in the emerging markets will also make its debut at CommunicAsia, hosting the Singapore leg of their international competition.

Throughwave (Thailand), a leading SEA enterprise collaboration and broadcasting solution provider, is a first-time participant at CommunicAsia. Talking about their showcase, Ms Supaporn Tiarawut, Chief Operating Officer, Throughwave (Thailand) says, "Our digital broadcasting solution, Radical Angle, is a full-featured virtual studio based on robotic vision to simulate visual detail for a fully immersive 3D virtual reality environment. Radical Angle gives a full control to production team to dictate any visual parameters including camera path, view, 3D model stage, virtual video wall, etc. With minimum space and setup requirement, Radical Angle provides a huge cost saving while offered a full broadcasting studio capability surpassing any of the traditional virtual or non-virtual broadcast studio."

Throughwave will also showcase their suite of enterprise products including Crossflow – an enterprise task management that unifies e-mail, calendar, task management into one system; NeatBox – a private cloud storage solution that could work as a secured dropbox replacement or NAS; Time NX — a secured precision network time appliance; and Mazi — the low latency service provider scale HD web video conference.

More than 230 C-Suite and senior business leaders from top tech conglomerates address key considerations and offer valuable insights on navigating today's hyper-connected landscape at the CommunicAsia2017 Summit. Mr Rohit Talwar, CEO of Fast Future Research will deliver this year's Visionary Address titled – Artificial Intelligence vs. Genuine Stupidity – Navigating Exponential Technologies to Create a Very Human Future.

BroadcastAsia Show Highlights

Held alongside CommunicAsia2017, BroadcastAsia2017 will present an ecosystem of the latest end-to-end solutions as Asian broadcasters begin to transition to IP (Internet protocol) based systems, storytelling in VR gains traction, and OTT becomes mainstream.

In the next four years, the AR (Augmented Reality) and VR market is forecast to grow to US$80 billion, with the market in China expected to grow to US$8.5 billion by 20201. Keeping broadcasters and content creators in the region up-to-date with emerging technology in this space, 2017 will see the launch of the first-ever Virtual Reality Zone at BroadcastAsia.

The TV Everywhere! Zone is also back for a third showing with an even bigger exhibition of non-linear broadcasting solutions. The Cinematography/Film/Production Technology Zone and ProfessionalAudioTechnology, will continue to deliver the latest equipment and tools for content creators.

Beyond the exhibition, the BroadcastAsia2017 International Conference gathers top broadcast experts and industry influencers from Asia and beyond to discuss evolving industry trends, debate

the best business and commercial strategies, and showcase breakthrough technologies. Key topics will include

OTT 2.0, VR as the next game changer, optimising maximising experience on all screens, IP in broadcasting, UHD vs 1080p, and monetising data analytics among many others

“With fast developing smart cities and changing media landscape in Asia, and we are constantly evolving our shows to make them bigger, better and more focused, ensuring that they serve to be the region’s gathering place for all who are eager to be future-ready,” adds Mr Wong.