

# Press

Shanghai Smart Home Technology  
Shanghai New International Expo Centre  
Shanghai, China, 5 – 7 September 2017

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Sheva Ng  
Tel. +852 2230 9280  
sheva.ng@hongkong.messefrankfurt.com  
www.messefrankfurt.com.hk  
www.building.messefrankfurt.com.cn

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## **Shanghai Smart Home Technology 2017 receives positive response: 80% of booths already booked**

### **Notable brands to showcase cutting-edge technologies**

Joining forces with one of China's leading smart home industry organisations, the China Smart Home Industry Alliance (CSHIA), Shanghai Smart Home Technology (SSHT) will return to the Shanghai New International Expo Centre from 5 – 7 September 2017. With only six months to go, already 80% of the exhibition space for the upcoming show has been booked, representing a 50% increase over the same time last year. This year's edition will once again run concurrently with Shanghai Intelligent Building Technology (SIBT). The two fairs will showcase the latest technologies and products related to smart homes and intelligent buildings. They are expected to welcome more than 250 companies and 28,000 visitors for trade in a record-breaking exhibition space of 18,000 sqm, a 12.5% increase over the previous edition.

Commenting on the industry's positive feedback, Ms Lucia Wong, Deputy General Manager of Messe Frankfurt (Shanghai) Co Ltd, said: "I would like to express my heartfelt thanks to the industry for their support to SSHT. The show is positioned as a comprehensive technology platform that stresses three core values with the first being 'technology integration'. SSHT showcases the integration of internet application, communication and automation control technologies through an array of product exhibitions and event programmes. Second is 'cross-sector collaboration'. SSHT aims to facilitate industry convergence and help traditional businesses to discover fruitful opportunities in the smart home sector. The last core value is 'market demand'. SSHT is devoted to gathering a diverse group of quality visitors with clear procurement targets for smart products so that exhibitors have a reliable channel for meeting the market's needs."

### **Notable brands to showcase cutting-edge technologies**

SSHT strives to encourage the industry to develop practical industry solutions by gathering notable exhibitors from different sectors to reveal innovative smart home technologies. The fair has already secured the participation of recognised overseas and domestic brands. Confirmed

Messe Frankfurt (HK) Ltd  
35/F China Resources Building  
26 Harbour Road  
Wanchai, Hong Kong

well-known enterprises include A-OK, Appollo, Ave Leelen, backaudio, BAIWEI, Cinemaster, Crodigy, Daming Laffey, DOOYA, DUEMMEGI&INFINITEPLAY, Eastsoft, EnOcean, Haier, HDL, HEKR, Heiman, Hi-Champ, Honyar, Huilin, HUTLON, Konke, KNX, REXENSE, Savekey, Security & Fire, Senseair, Sentiment, Shunzhou, SUPCON, TCS, Tijio, Tonetron, UMEINFO, Vstarcam, WISTAR, ZF Friedrichshafen AG, ZHONGLEZHIFU and many others. The advanced technologies to be displayed at the show include:

### **Smart safety and security**

#### **Guangdong HUTLON Technology Co Ltd**

Safety and security is an important subsystem of the intelligent building market with huge business potential. HUTLON is a renowned exhibitor specialising in the development of user-oriented solutions that improve daily safety and security conditions. The company will present cloud locks and smart door locks that can be opened by using fingerprints, passwords, access cards, smart keys and mobile applications to meet various users' needs.

### **Audio and visual (A/V) integration**

#### **Cinemaster Shanghai Ltd**

Integration of the smart home and home theatre creates a strong A/V effect in a confined indoor space. It also offers an enriched smart home experience by enabling more direct control over connected lighting, curtain operation, central control units and much more. As a third-time exhibitor, Cinemaster will reveal its "7+1" home A/V entertainment total solutions. The company's solutions include a variety of customised A/V solutions and intelligent controls for private home theatres, living rooms, bedrooms and outdoor systems. As a reputable distributor, Cinemaster will also present smart home products from a broad range of internationally renowned brands including Heco, Jamo, Klipsch, SIM2+SI and Sonance.

### **Total smart home solutions**

#### **UMEINFO**

UMEINFO, a well-known Chinese brand specialising in IoT solutions, sees traditional household appliances evolving into more intelligent products that will utilise IoT and cloud computing technologies. The development of more secure network connections and smart home solutions will help drive the advancement of conventional building products, and in turn, create ample business opportunities for the smart home industry in the future. UMEINFO will exhibit total smart home solutions to showcase their latest offerings and strengths.

### **Smart home control interfaces**

#### **Hangzhou Honyar Electrical Co Ltd**

As with other smart home technologies, control interfaces have been undergoing constant transformation. Apart from the enhanced hardware and software of panels, open control systems are also becoming increasingly important. With 30 years of experience in the field, Honyar will return and participate in the 2017 edition to display smart control interface solutions. Moreover, Honyar is also developing smart elderly care solutions to better cater to the needs of seniors in response to an

aging population.

Regarding development of the smart home industry, Ms Lucia Wong shared: “With the industry’s rapid development, the usage of sensors, chip technology and mobile internet is widespread. Also, growing market demand accelerates the development of innovative concepts and products. By gathering more industry experts to share ground-breaking ideas and insights, we will work together to create a forward-looking smart home technology platform and promote smart living.”

SSHT is organised by Guangzhou Guangya Messe Frankfurt Co Ltd, the China Council for the Promotion of International Trade – Shanghai Pudong Sub-Council, Shanghai Hongshan Exhibition Service Co Ltd and the China Smart Home Industry Alliance (CSHIA).

SSHT and SIBT are both headed by the biennial Light + Building event which will take place from 18 – 23 March 2018 in Frankfurt, Germany. Messe Frankfurt also organises a series of light and building technology exhibitions in China including the Guangzhou International Lighting Exhibition and Guangzhou Electrical Building Technology. The company's light and building technology fairs also extend to markets in Argentina, India, Russia and the UAE.

For more information on Light + Building shows worldwide, please visit [www.light-building.com/brand](http://www.light-building.com/brand). To learn more about SSHT, please visit [www.building.messefrankfurt.com.cn](http://www.building.messefrankfurt.com.cn) or email [building@china.messefrankfurt.com](mailto:building@china.messefrankfurt.com).

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#### **Background information on Messe Frankfurt**

Messe Frankfurt is one of the world's leading trade fair organisers, generating around €640\* million in sales and employing 2,364\* people. The Messe Frankfurt Group has a global network of 30 subsidiaries and 55 international Sales Partners, allowing it to serve its customers on location in 175 countries. Messe Frankfurt events take place at approx. 50 locations around the globe. In 2016, a total of 138\* trade fairs were held under the Messe Frankfurt umbrella, of which more than half took place outside Germany.

Comprising an area of 592,127 square metres, Messe Frankfurt's exhibition grounds are home to ten exhibition halls. The company also operates two congress centres. The historic Festhalle, one of the most popular venues in Germany, plays host to events of all kinds.

Messe Frankfurt is publicly owned, with the City of Frankfurt holding 60 percent and the State of Hesse 40 percent.

For more information, please visit our website at [www.messefrankfurt.com](http://www.messefrankfurt.com).

\*Preliminary figures for 2016