# Press

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

**Shanghai Smart Home Technology 2017 opens on 5 September to present the emerging trends of smart living**

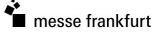**Four key concepts will outline future market direction**

Joining hands with China Smart Home Industry Alliance (CSHIA), the third edition of Shanghai Smart Home Technology (SSHT) is set to open its doors from 5 – 7 September 2017 at the Shanghai New International Expo Centre in Shanghai. The fair will once again run concurrently with Shanghai Intelligent Building Technology – SIBT. The two fairs are expected to host 240 exhibitors spanning over two halls of the exhibition centre. As a renowned smart home trading platform in China, SSHT is committed to showcasing technologies covering smart home electronic appliances, the smart community, smart hotels, smart hardware, chips, Internet of Things (IoT), NarrowBand Internet of Things (NB-IoT), artificial intelligence (AI), robots, audio-visual (AV) integration and home entertainment. The fair aims to not only foster cross-sector collaboration but also encourage technological advancement.

Ms Lucia Wong, Deputy General Manager of Messe Frankfurt (Shanghai) Co Ltd, shared: "I would like to express my heartfelt thanks to the industry for its support over the years. This year, SSHT will demonstrate the convergence of smart home technologies and Building Internet of Things (BIoT) through four concepts — **innovation**, **core technology**, **trends** and **connectivity**. Innovative technologies give rise to new products. Core technologies resolve technological fragmentation among different systems. Trends lead the industry to develop and grow. Connectivity makes collaboration possible. A series of informative forums and a 'New Technology and Product Launch' presentation will help visitors to keep abreast of the latest developments and provide networking and business opportunities. We are pleased that SSHT has grown into an influential industry event."

**Four key concepts will outline future market direction**

The four key concepts – innovation, core technology, trends and connectivity – offer a glimpse into the ever-changing smart home industry.

**Innovation**

Innovation is the prerequisite for product development. Ingenious companies and their product developers are continually looking for platforms to exhibit new ideas and inventions. SSHT gathers 240 well-known domestic and overseas brands to present impressive products and technologies. Confirmed exhibitors include ABB, ANJUBAO, Atte, AVE-Leelen, backaudio, Baiwei, Cinemaster, Crodigy, Dnake, Dorlink, Eastsoft, Fantem, Haier, HDL, HEKR, Hi-Champ, HUTLON, konke, Moorgen, Ohosure, RAYING, Rici, SONOS, Tijio, UIOT, Wensi and Wise.

The concept of innovation is also embedded into the concurrent events programme. The 'New Technology and Product Launch' presentation adopts the theme of "Smart Home Inspires New Ways of Living". Manufacturers will unveil forward-thinking products and technologies including smart speakers, smart voicebox, gateway and door lock.

**Core technology**

SSHT serves as an all-inclusive platform gathering core technology such as chips, cloud computing, big data, artificial intelligence, the internet and IoT. Being present at the show is vital for business expansion and taking the lead in the market. Industry experts will be able to learn about these essential items in a series of events.

HomeGrid Forum in the concurrent events programme is being organised in China for the first time. HomeGrid Forum is dedicated to promoting G.hn technology, a globally recognised gigabit home networking technology. The forum will demonstrate how to make use of existing cables at home to provide a seamless high-speed network. Speakers from standards organisations, semi-conductor companies and chips manufacturers such as China Telecom, Huawei, Marvell, Maxlinear and Xingtera will be invited. In addition, Arm Mbed will display software, hardware and cloud platforms with robust connectivity and security features by presenting 'ARM Mbed: Internet of Possible'.

**Trends**

The fast-changing state of the market creates a strong appetite among industry professionals to seek out the latest trends. Domestic and overseas speakers will be invited to a range of seminars and events to discuss a number of thought-provoking topics:

- **NB-IoT and Smart Home**
  NarrowBand-Internet of Things (NB-IoT) has recently drawn strong interest from the industry. Organised by Langting (Beijing) Technology Ltd, Z-Park Internet of Things Industry Alliance, IC Cafe and SSHT, the forum will explore the application of NB-IoT in smart homes. Speakers include Mr Ge Hantao, Deputy Director of Strategic Planning and Research Department, China Academy of Information and Communications Technology (CAICT), Chief Researcher of IoT Industry, CTTL and Mr Xu Yongshuo, Founder, Langting (Beijing) Technology Ltd.

- **The Impact of Internet of Things (IoT) on Intelligent Buildings and Multi-Dwelling Unit Buildings**
  Organised by Continental Automated Buildings Association (CABA),

the event will explore the role played by connected technologies and IoT in intelligent buildings and multi-dwelling units by examining in detail two collaborative research projects.

- **China Smart Home Industry Alliance (CSHIA) Eastern China Summit — The Information Security of Smart Homes**
  This forum will focus on information security issues in smart homes. Speakers from Beijing Tong Yu Technology, FEITIAN, ICTK, Midea and Watchdata Technology are invited to explore new ways to enhance information security.

- **Tencent Qrobot (Second Generation) Intelligent Robot Strategic Launch and Industry Application**
  In addition to a product launch, the summit will feature case studies of companies adopting Tencent's cloud computing service in order to spur greater collaboration.

- **New Thinking on Intelligent Hotels – Increase in service value when hotels become intelligent**
  IoT drives hotels to offer smart hospitality and a better customer experience by using big data, cloud computing, internet communication and sensors. Industry experts will explore the opportunities arising from this 'intelligence'.

Smart home security, home entertainment and AV have been identified as the noteworthy trends currently seen in the industry. SSHT will capitalise on this by illustrating the development of smart door locks. Besides, advanced home entertainment and AV technologies will be displayed. AV enthusiasts will not want to miss the CEDIA – Home Theatre Room Design training course which will introduce concepts and technical know-how in order to create their own home threatres.

**Connectivity**

The concept of connectivity is an indispensable factor within the smart home industry as the whole system is constituted of different technologies. International standards organisations such as KNX Association and LonMark International and wireless communication companies including Zigbee Alliance, EnOcean Alliance and Wi-Fi Alliance will be present at SSHT.

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).

SIBT will be held concurrently with SSHT to showcase intelligent building technologies and solutions for building energy saving, the smart community and smart hotels. The fair is committed to presenting the concept of Building Internet of Things and driving the industry forward. This will eventually mean the concept of intelligent building evolving from an individual building to a cluster of buildings and moving further towards intelligent technologies and digitisation. Many hope that the idea of cognitive buildings will eventually be realised.

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, the UAE and other countries and regions.

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

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**Background information on Messe Frankfurt**
Messe Frankfurt is the world's largest trade fair, congress and event organiser with its own exhibition grounds. With more than 2,300 employees at some 30 locations, the company generates annual sales of around €647 million. Thanks to its far-reaching ties with the relevant sectors and to its international sales network, the Group looks after the business interests of its customers effectively. A comprehensive range of services – both onsite and online – ensures that customers worldwide enjoy consistently high quality and flexibility when planning, organising and running their events. The wide range of services includes renting exhibition grounds, trade fair construction and marketing, personnel and food services.
With its headquarters in Frankfurt am Main, the company is owned by the City of Frankfurt (60 percent) and the State of Hesse (40 percent).
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