



Singapore's AIQ First to Power Southeast Asia's Largest Retail Conference With Visual Recognition Technology

- *This is the first time that Visual Recognition Technology (VRT) is being used at a large-scale exhibition and conference in Asia.*
- *By improving the event experience of the attendees through the delivery of specially curated content, VRT will enhance visitor engagement and lead generation for exhibitors and sponsors.*
- *By encouraging visitors and event stakeholders to engage via the app, VRT will also help reduce the unnecessary printing of materials, ultimately enabling the event contribute to sustainability and earth conservation while reducing overhead costs.*

Bangkok, Thailand, 18 September 2018 - [AIQ](#), an enabler of visual recognition technology (VRT) and offline to online solutions for brands, retailers and marketers, today announced a partnership with [RetailEX ASEAN 2018](#), Southeast Asia's largest annual international retail exhibition and conference. As the "Official App Partner" for RetailEX ASEAN 2018, AIQ will deliver a seamless digital experience for visitors to the exhibition via a mobile event app powered by AIQ's patented VRT, which comprises computer software that recognises objects, places, people, writing or actions through images and videos. Also, by encouraging visitors and event stakeholders to engage via the app, VRT will also help reduce the unnecessary printing of materials, ultimately enabling the event contribute to sustainability and earth conservation while reducing overhead costs.

This is the first time that VRT is being used at a large-scale exhibition and conference in Asia. Event representatives, exhibitors and sponsors at RetailEX ASEAN 2018 can leverage the app by AIQ directly for lead generation purposes by taking advantage of AIQ's content engagement analytics and offline to online (O2O) capabilities for visitor interactions. Using the app via their smartphones, visitors to the exhibition can scan logos and posters at over 90 exhibitor and sponsor booths to receive specially curated content, contests and calls-to-action, including details about the exhibiting company and their solutions. The app will also feature a mobile e-directory, furnishing users with speaker profiles, floor plans, and conference schedules.

Said Marcus Tan, CEO, AIQ, "AIQ is delighted to be the first in showcasing VRT's benefits for the events industry at RetailEX ASEAN 2018. By improving the event experience of the 4,000 expected attendees through the delivery of specially curated content, VRT will enhance visitor engagement and lead generation for exhibitors and sponsors."

He adds that the benefits of using AIQ's technology not only extends to better digital engagement of attendees for exhibitors and sponsors, but a greener one as well. "Events is one of Southeast Asia's core industries, and it is crucial that we help the industry overcome its reliance on paper



related materials amid growing resource constraints and overhead costs,” said Marcus. “We look forward to continued collaboration with industry players like Clarion Events and IMPACT Exhibition Management, organisers of RetailEX ASEAN 2018, to promote sustainability and environment-friendly initiatives.”

Said Julia Kwan, Event Director at Clarion Events. “An event that showcases the future of retail innovation should inherently be an adopter of cutting edge technology such as VRT. Partnering with AIQ enables RetailEX ASEAN 2018 to deliver a whole new dimension of value and experience when it comes to visitor and exhibitor engagement. It’s a win-win for our exhibitors, sponsors and most importantly, our visitors.”

The RetailEX ASEAN 2018 will be held on 19 to 21 September 2018 at the IMPACT Exhibition and Convention Center in Bangkok, Thailand. The app is now available for download on both AppStore and GooglePlay. It is free to download for all conference delegates and visitors.

To learn more, please visit www.aiq.tech or www.retailxasean.com

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About AIQ Pte Ltd

AIQ is a computer vision company based in Singapore and founded in 2014, that provides brands and marketers the ability to increase customer engagement, create an experiential customer journey, extend brand loyalty and bring offline customer interactions online (O2O) through a mobile device. AIQ’s proprietary Visual Recognition Technology is powered by Artificial Intelligence (AI) and allows for near-instantaneous processing of live images and video, even if only 30 per cent of the image or video is captured. The company aims to promote visual commerce in an increasingly mobile first, online world and envisions to be a global leader in visual technology.

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