

JOINT MEDIA RELEASE

Singapore Tech SMEs to Hit IFA with World's First Innovations

IE Singapore and the Singaporean-German Chamber of Industry and Commerce to lead 10 SMEs to largest consumer electronics show in Europe

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1. Recognising the opportunity for Singapore consumer electronics companies to venture into trend-setting developed markets, International Enterprise (IE) Singapore and the Singaporean-German Chamber of Industry and Commerce (SGC) are leading ten Singapore technology SMEs to IFA 2014, where they will be showcasing new innovative products to prospective partners. Two will present world's first technologies – Nanoveu's EyeFly3D technology will allow consumers to view brighter and sharper 3D content on mobile devices without having to wear 3D glasses; Touchjet's pocket-sized projector TouchPico with embedded Android PC will allow users to transform any surface into an 80-inch, interactive touchscreen. The largest consumer electronics show in Europe, IFA 2014 is taking place in Berlin, Germany from 5 to 10 September 2014.

2. Apart from Nanoveu and Touchjet, Appessory will launch a brand new category of accessories under its brand gosh!; BITwave will showcase its latest Bluetooth headset device with patented Tune-to-Fit Technology for users with hearing problems; and XMI will offer a preview to its new home series - X-mini *CLEAR* 2.1 portable speaker. Other companies at the show include Bigbox International, Cloudstringers, Innova Technology, McCoy consumers and Uniq Creations. (See Annex for company profiles)

3. As developed markets become saturated in recent years, emerging markets, especially those in the Asia Pacific region, have emerged to become the main demand-driver of

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the consumer electronics industry. Coupled with the rising trend of mobile computing¹, the number of smartphones in Asia Pacific is forecasted to rise 80% to 700 million in 2017, while the number of tablets and other portable computers will increase by 85% to over 56 million in the same year. The retail value sales of consumer electronics in Asia Pacific are expected to hit US\$356 billion by 2017, up from US\$287 billion in 2012².

4. Said Mr Jason Lim, Group Director for Technology Business at IE Singapore, “To capture opportunities in Asia Pacific, it is critical for Singapore tech SMEs to first build brand awareness in Europe and the US as these two markets remain key influencers of consumption patterns worldwide. Our tech SMEs are in good stead to ride on this growth as many have leveraged Singapore’s mature consumer electronics market to export competitive products that are well-received globally. SMEs such as BITwave³, TREK 2000⁴ and XMI⁵ are examples that have gained strong global footprint. IE Singapore will continue to help raise mindshare of such tech SMEs and support them through introducing business leads and partners.”
5. The importance of the European and US markets is reflected in the strong interests by Singapore tech SMEs in IFA – half of the group are return-exhibitors from last year. In conjunction with the show, IE Singapore and the SGC will be inviting close to 100 buyers from across 7 European countries to meet the Singapore companies.
6. Said Ms Margit Kunz, Deputy General Manager from the Singaporean-German Chamber of Industry and Commerce, “Over the years, both Germany and Singapore have enjoyed long-standing bilateral business relations with increased efforts to establish greater partnerships between Germany and Singaporean companies. With Germany serving as the perfect gateway to Europe, IFA exhibition would be an excellent springboard to support our Singapore SMEs as they penetrate into the European markets and establish a strong foothold in Europe’s vast consumer electronics sector.”

¹ The act of using a mobile computing device such as a laptop, tablet or smartphone, etc.

² Source: Euromonitor International

³ BITwave derives 95% of its revenue from overseas markets. The company has presence in Europe, Latin America, Middle East, and the US.

⁴ Trek 2000 International reported US\$73.9 million in revenue in 2013. The company’s products are sold in more than 30 countries.

⁵ Supported by its X-miniTM brand of portable speakers, XMI makes 95% of its revenue overseas through a network of 135 partners in over 80 countries, with some 15,000 points of sale globally.

7. This year, IFA expects to attract more than 150,000 trade visitors from over 65 countries/regions. It will occupy 151,000m² of exhibition spaces across 29 exhibition halls. The Singapore Pavilion will be located in the IFA My Media, Hall 3.2, Stand number 110.

Annex: List of exhibitors and profiles

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About International Enterprise Singapore

International Enterprise (IE) Singapore is the government agency driving Singapore's external economy. We promote international trade and spearhead the overseas growth of Singapore-based companies to grow Globally Competitive Companies.

IE Singapore attracts global commodities traders to establish their home base in Singapore. Today, Singapore is a thriving trading hub for the energy, agri-commodities and metals & minerals trading clusters.

Through our Global Company Partnership, we work with Singapore-based companies to customise total solutions in capability building, market access and financing for their internationalisation.

Our global network of overseas centres in over 35 locations provides the necessary connections in many developed and emerging markets. Visit www.iesingapore.com for more information.

About Singaporean-German Chamber of Industry and Commerce

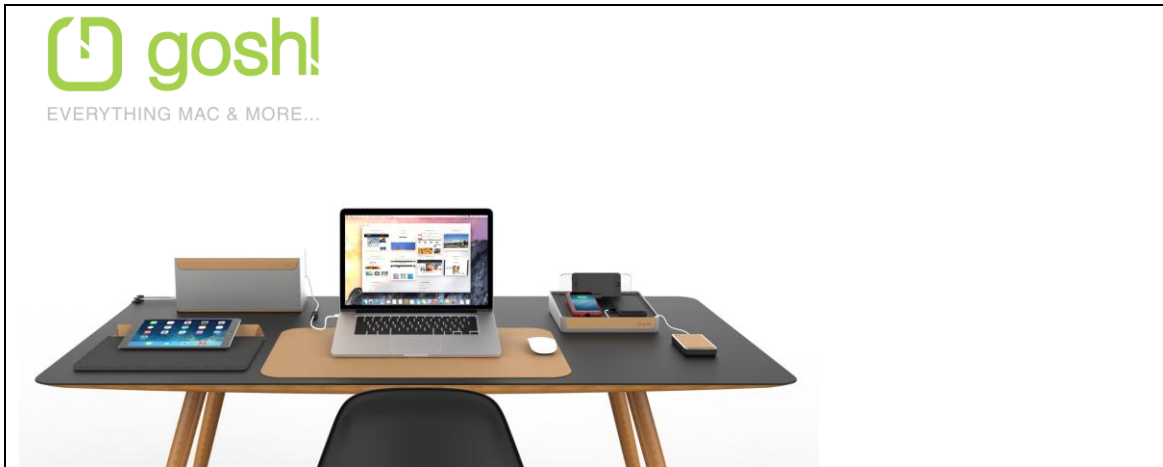
The Singaporean-German Chamber of Industry and Commerce (SGC) is part of the international network of German bilateral Chambers of Commerce Abroad (AHK), which spans across 85 countries. The SGC was established in 2004 to promote and strengthen bilateral trade through the provision of advisories, a ready network of business contacts, market information and business support services.

The SGC is the primary source of reliable information on German business in Singapore and the German economic and business scene. It is a voice for the business research conducted by its established network of Expert Groups, and serves as an excellent networking platform for over 500 members. DEinternational, the SGC's business service division provides services such as market research, publications, business matching and organizes business delegations. Through its Trade Fairs arm, Fairs and More, the SGC represents three of Germany's trade fair organizers: Messe Berlin, Nürnberg Messe and International Toy Fair Nürnberg. Fairs and More provide specialized services to companies participating in trade fairs.

The German bilateral Chambers of Commerce Abroad (AHKs) are the most important partners abroad of the Federal German Ministry for Economics and Technology in terms of promotion of business in other countries. Together with Germany's missions abroad (i.e. embassies and consulates) and Germany Trade and Invest (GTAI), the AHKs officially represent the interests of Germany's industry and commerce in respect of political and administration authorities in their host countries. Being also closely linked to business associations and other chambers in Germany, the SGC is a bridge to contacts with companies, associations, and the government in Germany as well.

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Company Profiles



gosh!, a brand owned by **Appcessory**, aspires to reinvent and recreate every moment you have with your toy by designing accessories that are not just premium in quality, unique yet affordable, thoughtful and reliable all at the same time. With the successful launch of its multi-award products in the Power/Battery category (Red dot Design, A'Design, Good Design, CES Innovations Design and Engineering Awards), the company is launching a brand new category of desktop accessories at IFA 2014.



BITwave is a high-tech R&D company specialising in the design and development of DSP hardware, firmware and digital signal processing algorithms for real-time applications. It will launch a new "Bluetooth Headset Device with BITwave Patented Tune-to-Fit Technology" during IFA 2014. Targeting at consumers with hearing problems, the new device will allow user to tune frequency response and amplitude response to match his hearing preferences.



Big Box International is the holding company for ActionCity, which is a trusted retailer of fun and unique gifts and gadgets in Singapore. With its in-depth understanding of customers'

needs, the company has created LittleBigSound, a fresh and exciting brand of audio devices that takes your enjoyment of music to a new level of acoustic quality, style and comfort. The company will showcase their latest edition of NatureTones headphones at IFA 2014. Tune in at this booth and be refreshed and delighted by the joy of the natural, balanced, clear and vivid sound signature that is the defining characteristic of NatureTones headphones.

Cloudstringers

Cloudstringers (www.cloudstringers.com) is a young start-up company focusing on establishing and managing a secure and reliable online ecosystem where content owners can store, view, share, exchange and transact with others who have interests in their content.

duet
by **PROTAG**



Innova Technology brings the latest loss prevention products to the global market. The company will showcase duet™, a Bluetooth Low Energy device that alerts users when their smartphone is more than 30m away. To achieve this, users attach duet to an item they carry everywhere. Duet also allows users to find it through a smartphone app. Users can locate duets on a map, and find their items quickly by buzzing the duet. Up to 10 duets can be tracked at a time.

 **gavio**



Gavio is an award-winning brand by **McCoy**. Gavio produces an extensive range of high quality consumer lifestyle accessories from earphones, headphones, speakers, innovative cases, chargers, protectors for phones and tablet PCs. It is also the winner of Singapore Promising Brand Award, the most popular brand voted by the public in Singapore organised by Singapore Press Holding, Stuff Gadget of the year award and IF design award.

EyeFly™ 



Nanoveu is a nanotechnology company and leading global provider of thin-film based nano structures that turn your mobile device into a 3D display. Nanoveu will showcase its EyeFly3D technology developed for smartphones and tablets at IFA 2014, including its EyeFly3D film and Nanoglass scratch-resistant screens.



Touchjet is a leading innovator in the field of embedded mobile human computer interfaces. It will showcase TouchPico, the world's first interactive Android-based mobile pico projector with screen casting functionality at IFA 2014. TouchPico transforms any blank surface into an 80-inch screen and enable native Android apps on projected touchscreen. The company has just raised US\$470,000 on crowdfunding campaign on Indiegogo within two weeks. The campaign will close on 26 August 2014.

Uniq



Born in 2009, **Uniq** is a contemporary brand that has since taken the world by storm, thanks to its bold approach of dressing up gadgets in striking cases that are as functional as they are trendy. Uniq offers one-of-a-kind designer cases for discerning gadget owners. Back cases, aluminum bumpers, leather flip cases, tablet and Macbook covers- you name it, Uniq has it. Moving forward, Uniq is also creating its own range of small leather goods, gadget bags and tablets and laptop sleeves to meet the demands of its fans



XMI is a technology-driven company focused on bringing the very latest wave of multimedia products to the global market. It will offer a sneak preview of its new X-mini™ CLEAR audio system at IFA 2014. The new X-mini™ CLEAR boasts of studio-quality audio excellence delivered by XMI's expertise and experience in best-in-class superior sound clarity.