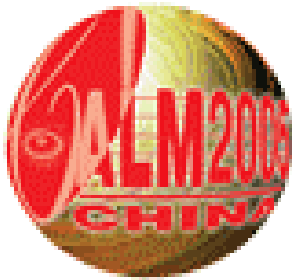




THE PROMOTERS, IIR EXHIBITIONS, ROLLED OUT THE RED CARPET FOR 150,000 VISITORS TO THE CALM EXPO 2005.



CALM Expo 2005

By Steve Mowry



The 14th China International Exhibition on Professional Audio, Professional Light, Music & Technology – CALM Expo 2005 – was held in Beijing, China from the 31st of May to the 3rd of June 2005 and featured Audio Video Systems Integration (AVSI). This event has grown significantly since my last visit in 2001 to what has become the world's 3rd largest and most important event for the Professional A/V industry. Foreign visitors increased by 30% over the previous year, while the total increase was 20%. The huge potential market of the Peoples Republic of China seems to have gotten the attention A/V related companies both large and small from the North and South America, Europe, Asia and Australia.

Held for the 2nd time at the CALM Expo, AVSI presents a major platform featuring the convergence and integration of AV communications and IT systems and solutions providing one key market access point for manufacturers and suppliers to reach out to a targeted buyers group actively sourcing for A/V entertainment and systems integration products.

The AV industry in China is on the rise with estimated annual sales revenue of US\$800 million and the projected business for major AV manufacturers in 2006 is at US\$12 billion. Possibly the most potential single A/V market in the world, the Chinese market for projectors hit 100,000 units in 2003 and is forecasted to hit over 120,000 units by 2004, representing almost 10% of total world sales. Independent market studies have also indicated that China's videoconferencing market was up by 84% in 2003 accounting for US\$97

million making China one of the largest markets for visual communications equipment.

With regard to the exhibitors' profiles, they include agents, dealers and OEM representative functions within any of the following product categories.

- Architectural Lighting
- Audio & Video
- AV Security products
- Broadband Technology & networking systems
- Cable, Connectors, Switches, Converters & accessories
- Communication network carriers
- Creative & production agencies
- Graphic designers
- Data & Media Servers/storage
- Digital & Photo imaging products
- Digital display software
- Digital video graphics servers & mixers
- Disco Lighting
- DJ Products
- Electronic signage/video signage
- Flat screen displays
- Laser Systems & Technology
- LCD Panels/ LED Displays
- Lighting Accessories
- Multimedia hardware/ software & accessories
- Multimedia Projectors
- Musical Instruments
- Narrowcast network
- Network display
- Plasma Display Screens
- Private network broadcasting
- Professional Audio Equipment
- Professional Lighting Equipment
- Projection screens
- Projection systems
- Projectors
- Public Address Systems
- Simultaneous interpretation systems
- Sound Reinforcement
- Special Effects
- Stage/ Touring Equipment & Trussing
- Streaming Products
- System integration/control & interfacing equipment
- Teaching Aids
- Tele & Video conferencing
- Video Conferencing Equipment
- Video Distribution Systems
- Video Projection Systems
- Video walls
- Virtual & electronic billboard/indoor & outdoor LED signage
- Visual circuits

A complete CALM Expo 2005 exhibitor listing can be downloaded at http://www.calmonline.com/pdfs/exhibitorlisting/exhibitors_list_2005.pdf.

With regard to the visitors' profiles, they include the following categories.

- Trade – manufacturers, agents, distributors, dealers, retailers, exporters & importers
- Professional Users – recording studio operators, concert & live events organizers, professional architects, installers, designers, audio consultants, sound engineers, contractors, etc
- Corporate End users – including operations managers, engineers, procurement managers working in the education, entertainment, hospitality, property, multi-national corporations, government, corporate companies, and commercial buildings with a focus on leisure & entertainment complexes/venues & attractions/community centers, country clubs/restaurants, stadium & sports facilities, clubs & pubs, shopping malls, retail outlets, performing arts centers/cinemas & theatres, DJ & light.

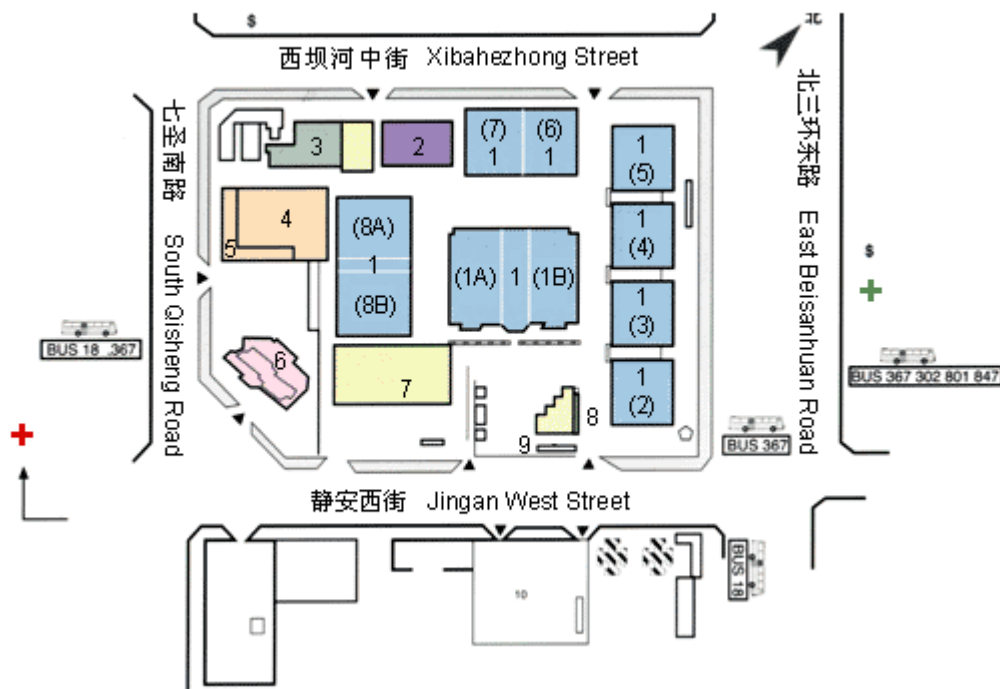
This event is the largest event of its type in the Asia-Pacific region. It is considered the most influential Chinese and International performing arts equipment event in the Asia-Pacific area. Attendance estimates are 150,000 visitors from 50 countries. More than 1000 exhibiting companies from over 20 countries including Mainland China and Hong Kong, Taiwan, Thailand, USA, Britain, Germany, Italy, Spain, France, Holland, Singapore and Japan participated in the CALM Expo. Their exhibits covered more than 60,000 m² of floor space. That's 15 Acres!



INSIDE CALM EXPO 2004.

Figure 1 illustrates the layout of the massive China International Exhibition Center, the home of the CALM Expo and related events.

Exhibition Halls--



- | | | |
|-------------------------------------|--------------------------------|-------------------------------|
| 1 – Exhibition Halls 1A - 8B | 2 – Outdoor Exhibitions | 3 – General Service |
| 4 – Container Grounds | 5 – Customs Warehouse | 6 – Radisson SAS Hotel |
| 7 – Carrefour Supermarket | 8 – Landscape Office | 9 – Registration |

Figure 1. CHINA INTERNATIONAL EXHIBITION CENTER (CIEC) VENUE PLAN.

The domestic exhibiting companies were for the most part housed in the main hall, Hall #1, the largest exhibition hall within the complex, which housed three-floors of exhibits. All other exhibition halls are single story buildings.

The large venue system exhibitors setup outdoors due to the size of their line arrays et al.



LARGE VENUE EXHIBITS SETTING UP OUT DOORS.

IIR X's project team did another splendid job in managing the CALM Expo 2005 project and should be recognized for their efforts.

Rosalind Ng-Seah, Managing Director (Asia)
Ryan Loh, General Manager, China
Adrian Lau, Senior Project Manager
Celestine Tan, Sales and Marketing (Manager)
Juliana Chin, Marketing Manager
Irene Tang, Operations Director
Francisca Ang, Operations Executive
Stead Lee, Accounts Executive
Wendy Yeo, Project Coordinator

The team's project objective was to create an effective platform for all industry professionals to meet, network and interact with the exhibiting companies in an effective and fruitful environment that would facilitate business and trade. The team also aimed to achieve an effective marketing platform for the exhibiting companies and this success is reflected in the tremendous visitor attendance at this event. The results were consistent with the organizers' long term objective to establish CALM Expo as an annual industry gathering to network, exchange ideas, and ultimately sell their products. Nothing works better than good teamwork.

For an event of this magnitude, entry, access to exhibits and exit was very smooth and well accommodated. Admission on the first two days of the event, the 31st

of May and the 1st of June, was limited to industry and trade representatives. This event was open to the public on the 2nd and 3rd of June. All visitors had to slide a ticket like card, which was distributed with the registration badges, into receptacles at the entrance and exit gates. Registration badges were also scanned by CIEC staff upon entering any of the exhibition halls.



AUTOMATED ENTRANCE GATES TO THE CIEC COMPLEX.

There was little outward sign of armed security. However, I did not find any evidence of any disorderly or inappropriate behavior. I found myself feeling safe and secure during my visit to Beijing.

The CALM has become a platform for exchange of technology through major industry conferences, seminars and meetings. I attended the Industry Networking Meeting within the Radisson SAS Hotel that was held on the evening of 31 May for the international exhibitors and local companies to mix and mingle so as to create a relaxed and socially conducive environment for all to interact. Attended by close to 400 guests, this event was a success and the organizers plan to hold this on an annual basis as yet another networking platform for the industry participants during the show.

I also attended the first-ever CALM Media and Association Night meeting that was held on the 2nd of June at The Grill on the second floor of the Radisson SAS Hotel. The objective of this event was to thank all local and international professional audio & light and musical instrument media and associates for their support of the event. It was well attended and represented by reporters from Asia and Europe.

Well-known local and international professionals involved in the musical equipment research and development presented at this conference, bringing with them their experience in the educational and performance field. This event was also attended by key representatives from the Ministry of Culture, the Chinese Musical Instrument Association, the National Orchestral Music

Society of China, the China Arts Research Institute, the Central Conservatory of Music, Chinese Conservatory of Music, and other relevant experts and leaders from the Academy of Chinese Traditional Opera, etc., together with world-famous musical instrument manufacturers, and distributors.

In addition, the organizers also provided to qualified delegates and free of charge the CALM Expo 2005 Industry Seminars on Professional Light and Audio to create an educational platform to raise the standards of the industry. Mr. Anil Valia, Lighting Designer, Educator at International Lighting Academy and Author of “Designing with Light” Academy & Author of “Designing with Light” conducted Seminar # 1, ‘Practical Aspects of Lighting Applications & Technology’ from 9:00 AM to 1:00 PM on the 1st of June 2005. The agenda of seminar #1 is summarized below.

Understanding Fundamentals of Lighting Technology

- First part of this Seminar is specially designed and structured for those who have very little or no formal education in lighting. A technical background is also not essential, as Lighting is the Art and Science.
- Foundation for the good lighting design practices
- Covering topics including Light & Lighting, Vision, color, Basic Concepts, Units, Photometry, Quantity & Quality of Lighting, Understanding & Using of Lamp and Luminaire Data as needed for working out good lighting design
- Reviewing two special applications that are the latest trend in Architectural Lighting

Lighting with Intelligent Control Systems

- Discussing the benefits of dimming, different types of dimming, what can be dimmed, where it is utilized, working with scene set dimming system, how intelligent control can enhance lighting effects in variety of applications, color change active lighting through control, Integration of AV controls. Examples and case studies will be the part of the lecture.

Fiber Optics & LED Lighting

- What is Fiber Optics, how many types, material, how it works, what are the advantages and limitations, various applications
- What is an LED? LED Challenges, Past, Present & Future.
- Architectural Lighting Design
- Considerations for use of LEDs, advantages of using LEDs
- What will be the future – Fiber Optics or LEDs?

I conducted Seminar #2 on the topic of ‘Developments in Electro-Acoustic Materials, Engineering & Measurement’ from 2:00 PM to 6:00 PM on the same day. The agenda of seminar #2 is summarized below.

Latest Loudspeaker Component Materials

- Hiperco 50 Cobalt Steel
- Samarium Cobalt (Sm 2Co 17) Magnets

- High Temp Considerations of Neodymium Iron Boron (Fe 2Nd 14B) Magnets
- Manmade CVD Diamond
- Beryllium and AlBerMet
- Rohacell Foam
- Chemically Foamed Magnesium and Aluminum
- Sandwich Composites
- Keronite (Ceramic Oxide) over Magnesium or Aluminum Sheet Metal
- Epoxy Impregnated Woven Kevlar and Carbon Fiber
- Arnitel TEEE (TPE Copolyester Elastomer)

Design Procedure/Processes

- Derive Piecewise Nonlinear Audio Transducer Model (Circuit Analog)
- Large Signal Nonlinear DC Static Motor Finite Element Model (FEM) Methodology
- Large Signal Nonlinear Restart AC Harmonic Motor FEM Methodology
- Derive Nonlinear Lumped Parameter Thermal Model
- Heat Bath Thermal FEM Methodology
- Nonlinear Structural – Force Verses Large Displacement FEM Methodology
- Nonlinear Structural – Buckling FEM Methodology
- Vibroacoustic Finite Element/Boundary Element Model Methodology
- Loudspeaker System Modeling Methodology
- Design Documentation

Measurements

- Large Signal Non-linear Parameter Identification, $B_l(x,i)$, $C_{ms}(x)$, $L_e(x)$ Methodology
- Large Signal Intermodulation and Harmonic Distortion Evaluation
- Electronic Speckle Pattern Interferometry Vibration Measurements

Conclusion and Discussion

If there is any concern regarding language barriers, it is due to some misunderstanding. For conferences, seminars and/or meetings, translators are utilized in a glass-enclosed booth, while the attendee listens to the real-time translation through headphones. This is shown below in the two pictures from left to right respectively.



The translations can be from English to Chinese or from Chinese to English. Having utilized these professional translators in my English language seminar, my comment is that the translation is as invisible to the presenter and the audience as it could be.

Additional related events included the 3rd China International Entertainment Technology Summit was held on the 30th May 2005 at the Radisson SAS Ballroom mainly focusing on “Musical Instrument, Art, Science and Technology.” The objective of the conference was to introduce the latest international and domestic technology development and application used in musical equipment thereby promoting the industrialization of musical equipment manufacturing and technology advancement.

The joint organizers also held the inaugural ‘CALM MUSIC 2005 Campus Orchestras Competition Prize Presentation Ceremony’ on the 1st of June 2005 at the rear of Hall 1. The Campus Orchestra Prize Presentation Ceremony will feature winning performances from more than 70 universities and colleges across the country, injecting great vigor into the overall event.

CALM Expo 2005 was strongly endorsed by China’s Ministry of Culture, Ministry of Foreign Trade and Economic Cooperation, Ministry of Science and Technology, the China Theatrical Equipment Association, The People’s Government of Beijing Municipality and the China Technology Market Management and Promotion Center. IIR Exhibitions, the China Theatrical Equipment Association and the China Council for the Promotion of International Trade (CCPIT) Beijing Sub-Council jointly organized the CALM Expo 2005. The PLAME 2005, held in Dubai, United Arab Emirates and PALA 2005, held in Singapore are associated events.

Mark your calendars for the CALM Expo 2006, a great place for networking opportunities, identifying business prospects and industry insight. But please remember to wear comfortable walking shoes and be prepared to do some significant hiking. Hopefully you will find the citizens of Beijing as I did, friendly and helpful in making the visit a pleasure.

Beijing, the capital of China is the focal point for the entire 1.3 billion population with excellent infrastructure and facilities to organize a world class event for the professional sound, light, AV and music industry. With over 75,000 discos and dance halls; 1,900 opera houses/theatres; 2,900 art centers

and concert halls; 8,000 cinemas, 400 community cultural centers and 2,600 professional song and dance ensembles, China's vibrant and dynamic entertainment life ranges from cultural performances, theatres, clubs and night spots. A CALM Expo visit provides you with an excellent entry point to the entertainment heart of China.

After Athens, China is racing ahead in its construction of the Olympics stadiums and sports venues, it will pump at least US\$1.44 billion to build/renovate 37 stadiums, 59 training venues and other facilities including the Olympic Village, the Main Press Centre and the International Broadcasting Centre, further giving a strong injection to the growth of the market. With the Beijing Olympics coming up in 2008, and China as the fastest growing market in Asia, the world is looking at the country as a hotbed of multiple business opportunities and mega projects. With the strong push from the Chinese government for new and upcoming projects, CALM Expo provides a definitive platform for a marketing exercise that will a business to grow.

I would like to extend special thanks to Ms. Rosalind Ng and Mr. Adrian Lau for their help and cooperation in preparing this report.

Just one last note, Beijing no longer licenses motorbikes. This makes driving in a city of 12 million people a little less problematic. Please don't forget that the infamous 'Great Wall' is just a taxi ride away and Tinnerman Square is accessible by bus.

Steve Mowry