

## Suntec Singapore wins UFI Digital Innovation Award 2018 thanks to HybriD – a solution redefining the future of event site visits

Paris – 23 May 2018: UFI, the Global Association of the Exhibition Industry, has named Suntec Singapore Convention & Exhibition Centre as winner of the UFI Digital Innovation Award 2018, thanks to its cutting-edge HybriD solution.

HybriD is a 3D digital tool, providing 360-degree visualisation capabilities. It can be installed on any digital device, enabling users to instantaneously visualise a room, hall or exhibition space area in their desired set-up configuration (e.g. theatre seating, banquet setting, classroom, and so on). HybriD combines realism with convenience, allowing organisers to remotely explore and choose their desired set-up without having to spend time on travel and without needing to be physically present.

“Suntec Singapore is honoured to be selected as the winner of the UFI Digital Innovation Award 2018,” comments Arun Madhok, CEO Suntec Singapore. “Our HybriD solution augments the real world with virtual objects, providing a connection between what viewers see ‘live’ and what the venue space can be transformed into. This accolade validates our unwavering focus on pushing new frontiers of technology to empower our customers and enhance the experience at Suntec Singapore. Our customers can now visualise their future events during site visits, in ways they could never have imagined.”

This state-of-the-art visualisation solution allows individuals on the planning committee to get a clear understanding of the event layout, as well as its potential look and feel. This makes the planning process simpler and more streamlined, and empowers more effective decision-making.

“I was impressed by Suntec’s submission as it demonstrates how Augmented Reality (AR) can be used to clearly enhance the service provided to exhibition organisers while also lowering the cost – a clear win for the industry,” says Matthias Tesi Baur, Chair of the UFI Digital Innovation Committee.

HybriD reduces the number of site visits by almost 50%, from four to five site visits down to around two. Site visits are faster and easier, thereby boosting sales, and guaranteeing cost savings.

With such a tool, now organisers as well as venue providers can strategically and effectively anticipate their needs.

The UFI Award winners will share their projects within the programme of the 85th UFI Global Congress in Saint Petersburg (Russia). For more details on the UFI Global Congress that will take place from 31 October to 3 November 2018, please click [here](#).

Attachment: Suntec Singapore Logo:

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*About UFI - The Global Association of the Exhibition Industry: UFI is the leading global association of the world’s tradeshow organisers and exhibition centre operators, as well as the major national and international exhibition associations, and selected partners of the exhibition industry. UFI’s main goal is to represent, promote and support the business interests of its members and the exhibition industry. UFI directly represents around 50,000 exhibition industry employees globally, and also works closely with its 58 national and regional association members. More than 750 member organisations in 87 countries around the world are presently signed up as members. Over 950 international trade fairs proudly bear the UFI approved label, a quality guarantee for visitors and exhibitors alike. UFI members continue to provide the international business community with a unique marketing media aimed at developing outstanding face-to-face business opportunities.*

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