



MEDIA RELEASE

TECHHUNT: THE HACKED PLAYGROUND CHALLENGE AT SITEX 2017

Singapore, 18 November 2017 – SITEX, Singapore's annual consumer and lifestyle IT exhibition, will be back at Singapore EXPO in November 2017 for its 29th edition with brand new zones, fresh concepts, and sensorial immersion features to enhance visitors' experience.

Jointly organised by SingEx Exhibitions and Singapore infocomm Technology Federation (SiTF), get first dibs on state-of-the-art gadgets and in-depth learning of technology application into everyday lives. This year, highlights include an audio room decked in the latest advancement that audio technology brings, an SiTF Innovation Alley showcasing Augmented Reality for interior designing, and a gaming zone introducing revolutionary console, mobile and VR gaming equipment.

SITEX has announced that its digital playground was "hacked", and in order to reinstate its former glory, XETIS, official mascot of SITEX, is reaching out for help by engaging the public in a TechHunt.

During SITEX 2017 on 23 and 26 November, 5.30pm to 8.30pm and 11am to 2pm respectively, registered participants of TechHunt will be deployed to seek clues from various booths across five different zones: Smart Home, Auto Tech, Kids Tech, Virtual Reality (VR) and Augmented Reality (AR), and Audio Room.

Utilising the revolutionary ePrism, a mobile application that leverages on AR technology, participants have to find an ePrism logo, point at the image and scan for interaction. Upon answering three to five questions, registrants will unlock hints that lead them to restoring Singapore's IT Lifestyle Digital Playground. Participants stand to win attractive cash prizes of up to \$2000 and vouchers from various vendors.

With a limited capacity of 500 participants per timeslot, including 200 spaces which will be set aside for walk-ins, interested parties are advised to pre-register online at www.sitex.com.sg from 1 November to avoid disappointment. 300 sets of the world's thinnest item tracker, TrackR Bravo, will also be available for redemption on a first come first serve basis. This includes 100 units of the TrackR Bravo Front for the first 100 participants and 200 units of TrackR Pixel Front for the next 200. Ladies simply have to spend S\$100 in a single receipt to redeem a TrackR Pixel (limited to 50 per day).

SITEX 2017 will be held at Singapore EXPO Hall 7 and 8 from 23 to 26 November. For more information on SITEX 2017 and TechHunt, visit www.sitex.com.sg.



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