



A dynamic show for a dynamic region

It's that time of the year again....already! I am gearing up for my second CommunicAsia and BroadcastAsia experience and I am certainly looking forward to seeing a healthy contingent representing the satellite industry at the 2008 event. This will be the nineteenth edition of this premier Asian trade show and an enormous amount of technological development has flowed under the bridge since the show was first established. This year, the organisers, Singapore Exhibition Services are expecting over 60,000 visitors to pass through the doors to prove that Singapore, and Asia in general, is again taking the lead in cutting-edge technology. The show is an obvious choice for companies who wish to make an impact in the region and to meet potential customers and business partners along the way.

Big talking points expected to spearhead both the exhibition and conference this year will be Mobile TV and entertainment, IPTV, HDTV and satellite broadband. It's sure to be very interesting as the satellite industry will have to find new ways to compete with the new offerings of the telcos in this day and age. The show will be a source of great insight into the newest trends and developments, the new standards and platforms being introduced into a constantly evolving market. It's all down to convergence and it is going to change the way we work, live and play. Demonstrations and showcases at CommunicAsia and BroadcastAsia will give attendees a hands-on experience of the new products and services on offer.

This year, the Satellite Evolution Group's Sat TV crew will again be on the show floor conducting interviews with key industry players and streaming the show's events straight to our Sat TV portal. Visit satellite-evolution.com/TV to find out more.

However, entertainment aside, there is a much more basic and vital need for satellite-based communications in Asia at this moment in time. In the wake of the catastrophe that has recently hit Burma/Myanmar, there is certain to be talk of the role of satellite communications for disaster management and recovery. In a country where most of the existing infrastructure has been completely wiped out, there is a real sense of urgency to get teams of communications specialists over the border so that communications can be restored. We often do think of Asia as this technological hub, dynamic and full of innovation, but sometimes we forget the fact that its vastness means there are many extremes in lifestyle, and therefore communications. Whilst we discuss the market for mobile entertainment services, let's never forget that there are huge amounts of people yet to experience the benefits of even basic communications – and those who have had all communications devastated in less than a day. ■

Helen Jameson
Editor

