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# 2017全球VR&AR博览会暨高峰论坛

2017 The global VR&AR Expo & Summit Forum

## 2017深圳虚拟现实产业联合会年会

2017 Annual meeting of the Shenzhen virtual reality Industry Association

## 2017全球VR&AR行业年度品牌评选

2017 global VR AR industry brand annual selection

2017年12月12日-14日

深圳中亚国际会展中心

December 12-14, 2017 Shenzhen Central Asia Convention and Exhibition Center

展会统筹



励汉展览  
Lihan Exhibition



那鸿展览  
Nahong Exhibition





## 展会概括 | Exhibition Summary

2016全球首届VR&AR互动娱乐博览会（VRE）已于10月12-14日在深圳大中华会展中心圆满闭幕，展览面积7500平方米，参展公司98家，汇集虚拟现实行业内42位嘉宾参与主题演讲。VRE为迄今为止在国内虚拟现实行业展览规模最大、演讲嘉宾最全、参观人数最多、覆盖面最广的专业活动。作为行业重要活动之一，VRE将于2017年12月20-22日在深圳大中华会展中心召开，希望通过展会与论坛共同推动VR/AR技术应用和产业发展。以促进虚拟现实、增强现实、可穿戴、人工智能等垂直领域的市场发展和生态系统建设。展会同期将举办技术研讨会，高峰论坛、高端对话、协会年会、行业品牌年度评选、设计大赛等各种活动，同时联合权威机构、行业协会、科研院所等共同制定行业标准，为行业人士提供技术合作与交流的平台，共同推动VR/AR行业快速发展。

2016 of the world's first VR&AR Interactive Entertainment Expo (VRE) has been successfully concluded in Shenzhen on October 12-14, the exhibition center, the exhibition area of 7500 square meters, the exhibition company 98, collection of virtual reality in the industry the 42 guests to participate in a keynote speech. VRE is so far in the countryThe virtual reality industry has the largest scale, the most full speakers, the largest number of visitors and the widest coverage of professional activities. As one of the most important activities in the industry, VRE will be held at the Greater China Convention and Exhibition Center in Shenzhen on December 20-22,2017 hoping to promote VR/AR technology applications and industry development through exhibitions and forums. To promote virtual reality, augmented reality, wearable, artificial intelligence and other vertical areas of market development and ecological system construction. The exhibition will be held in the same period of technical seminars, forums, high-end dialogue, association, industry selection, brand annual design contest and other activities, combined with the authorities, industry associations, research institutes jointly develop industry standards, provide technical cooperation and exchange platform for the industry to jointly promote the rapid development of the VR/AR industry.

## 展出大类 | Major Exhibits

### VR/AR+教育 | VR / AR+Education

- VR/AR教育头盔, VR/AR教育硬件, VR/AR教室, VR/VR教育平台, VR/AR早教产品, VR/AR科普教育, VR教育解决方案, VR全景式教学, AR教育机器人, VR/AR培训机构, VR智能实验室等;
- VR / AR education helmet, VR / AR education hardware, VR / AR classroom, VR / VR education platform, VR / AR early education products, VR / AR science education, VR education solutions,VR panorama teaching, AR education robot, VR / AR training institutions, VR intelligent laboratories, etc.

### VR/AR+房产 | VR / AR+Estate

- VR房产区域规划、VR房产沙盘、VR房产园林景观、VR房产区位图、VR房产效果图、VR房产宣传片、VR商业街区、VR房产样板间、VR装修定制、VR多屏看房、VR房产周边配套、VR楼盘等;
- VR real estate regional planning, VR property sand table, VR property, garden landscape, VR property District bitmap, VR property renderings, VR property publicity film, VR commercial district,VR real estate model room, VR decoration customized, VR multi screen showings, VR property, VR property supporting the surrounding , etc.

### VR/AR+医疗 | VR / AR+Medical

- 手术模拟、医疗诊断、病人护理、康复治疗等;
- Operation simulation, medical diagnosis, patient care, rehabilitation therapy, etc.

### VR/AR+军事 | VR / AR+Military

- 虚拟战场环境、军事模拟训练、作战方案制定、作战效果评估等;
- Virtual battlefield environment, military simulation training, operation plan formulation and operation effect evaluation, etc.

### VR/AR+旅游 | VR / AR+Tourism

- 旅前体验、虚拟导游、AR门票、虚拟主题公园、虚拟共享、全域旅游、VR全景视频、VR拍摄设备, 全景相机等;
- Pre tour experience, virtual tour guides, AR tickets, virtual theme parks, virtual sharing, global travel, VR panoramic video, VR shooting equipment, panoramic cameras, etc.

### VR/AR+互动娱乐 | VR / AR+Interactive entertainment

- VR体验馆、VR主题公园、VR飞行舱、VR游戏、动感座椅、模拟驾驶舱、三维互动系统、AR游戏、互动影院系统, 3D-9D电影设备、虚拟仿真互动观影系统等;
- VR Museum, VR theme park, VR flight cabin, VR games, dynamic seat, cockpit simulation system, AR, 3D interactive games, interactive cinema system, 3D-9DShadow equipment, virtual simulation, interactive viewing system, etc.

### VR/AR软硬件设备 | VR / AR Hardware and software equipment

- 硬件设备:显示设备、输入设备、数据设备、跟踪设备、跟踪系统、定位系统、其它跟踪器等;
- Hardware devices: display devices, input devices, data devices, tracking equipment, tracking systems, positioning systems, and other trackers,etc.
- 系统设备:沉浸式虚拟现实系统、桌面式虚拟现实系统、增强式虚拟现实系统、分布式虚拟现实系统等。视觉感知设备、听觉感知设备、触觉反馈设备、信息处理系统等;
- System equipment: immersive virtual reality system, desktop virtual reality system, augmented virtual reality system, distributed virtual reality system and so on. Visual perception devices, hearingSense device, tactile feedback device, information processing system, etc.
- VR/AR生产设备及配件:VR系统、超级计算机、显示器、微投影、视频处理芯片、微投器件、传感器、摄像头、光学镜片、显示屏等;
- VR/AR production equipment and parts: VR system, super computer, display, micro projection, video processing chip, micro throwing device, sensor, camera, optical lens, display screen, etc.

### VR/AR应用解决方案 | VR / AR Application solution

- 汽车制造、装备制造、航空航天、国防军事、医疗健康、能源工程、智慧城市、智慧教育、智慧旅游等;
- Automobile manufacturing, equipment manufacturing, aerospace, national defense, military, medical, health, energy engineering, smart city, wisdom education, intelligent travel, etc.

## 参展费用 | Participation Fees

※ 国际标准展位：

国内企业：RMB 12800.00/展期/ 3m×3m； 国外企业：USD 3000.00/展期/ 3m×3m

标准展位（包括：三面白色壁板、中（英）文楣牌制作、咨询桌一张、折椅二张、地毯满铺、展位照明、220V/5A电源插座一个、废纸篓一个。）

※ 室内光地：

国内企业：1300.00（RMB）/平方米/展期；国外企业：USD 300.00 /平方米/展期

注：（最少36平方米起租）“光地”只提供参展空间，不包括展架、展具、地毯、电源等。

※ International Standard Booth:

For overseas enterprise: USD 3000/Expo, 3m\*3m

Each standard booth consists of 3-sided white wallboards, Chinese& English fascia board, 1 consultation desk, 2 folding chairs, fully-floored carpet, booth lighting system, 1 power socket 220V/5A, and a waste basket

※ Indoor Raw Space:

For overseas enterprises: USD 300.00/sq.m.

Note: The raw space(minimum 36 sq.m.) only supplies a show space excluding power supply, lights, carpet, and other things.

## 同期活动 | Concurrent Event

展会期间将举办VR/AR行业应用及发展高峰论坛、VR游戏竞技体验大会、VR/AR开发者大会、中韩VR/AR交流会、VR/AR新品推介会、VR/AR项目融洽会等高端会议，为了丰富本次博览会及高峰论坛，同期还将举行“2017深圳市虚拟现实产业联合会年会、2017全球VR/AR行业年度品牌评选”等，涵盖了VR整个产业链的各个环节，从芯片、VR系统方案提供商、硬件、软件，到VR游戏、VR家装、VR房地产、VR医疗、VR直播、VR军事、VR汽车、VR旅游、VR影视、VR教育、VR体育、VR酒店、VR云平台、VR社交等行业应用、交互技术解决方案，来自全球30多个国家及地区的与会嘉宾大佬齐聚一堂，以全球化为视角，从各自领域角度进行跨地域跨行业的深入交流探讨VR/AR行业的独到见解，披露在VR/AR行业的布局 and 战略发展方向。

The exhibition will be held during the VR/AR application and development forum, VR game experience, VR/AR Developers Conference, China and South Korea VR/AR exchange, VR/AR new product launches, VR/AR project and other high-end forum meeting, in order to enrich the Expo and the summit forum will be held in conjunction with the "2017 Shenzhen virtual reality industry Federation 2017, the global VR/AR industry annual brand selection", covering all aspects of the VR of the whole industry chain, from the chip, VR system solution provider, hardware, software, games, VR to VR, VR, VR real estate home healthcare, VR live, VR, VR, VR military car travel, VR film, VR education VR, VR Hotel, VR sports, VR cloud platform, social networking and other industry applications, interactive technology solutions, from around more than 30 countries and regions of the guests big brothers gathered, in the context of Globalization For the angle of view, from the perspective of their own field, cross regional, cross industry in-depth exchanges, explore the unique insights of the VR/AR industry, disclosure of the layout and strategic direction of the VR/AR industry.

## 目标观众 | Target Audiences

※ 重点邀请展览馆/厅、教育、游戏、娱乐、医疗、4S店、酒店、旅游、广告、广电、交通调度、市政、工业、电商、应急、军事、水利电力、投融资、商业空间、地产商、设计院、零售店、主题公园、演出、代理商、系统集成商、科研院所、个人用户及其它相关专业人士等；行业协会、商会和学会的专家；行业等领域的管理决策人士、采购商、研究员及技术员到会参观、交流、洽谈、采购，以行业为依托通过国内外专业协会，拓展更多宣传渠道，组织更多的专业买家到会。

※ 印刷请柬、参观券30万张通过主/承办单位掌握的数据库直接寄往专业客商手中，向参展商发送展会请柬、门票等，请参展商协助邀请自己的客户到会洽谈、参观。

※ 组织项目推介洽谈会、高层次人才交流会、热点问题研讨会、政策咨询和信息发布会、专题报告会等多层次、内容丰富的贸易活动，邀请资深的专家、学者、知名企业等专业人士与会，就学术热点问题及产业化发展问题发表主题演讲与研讨，与展览展示呼应，形成最直接、最有效的贸易、技术和信息的全面交流，把本届展会办成中国VR&AR领域的品牌盛会。

※ Key invited exhibition hall / hall, education, games, entertainment, medical, 4S stores, hotels, tourism, advertising, broadcasting, traffic control, municipal and industrial, electricity, emergency, military, water conservancy and electric power, investment and financing, commercial space, real estate developers, design institutes, retail stores, theme parks, performances, agents and system integrators, scientific research institutes, individual users and other related professionals; industry experts Association, chamber of Commerce and industry and other fields of the society; the management decision makers and buyers, researchers and technicians to visit, communicate, negotiate and purchase, to rely on industry at home and abroad through professional associations, expand more publicity channels more professional buyers.

※ Printed invitations, 300 thousand tickets / through the main organizer of the database master sent directly to the hands of professional customers, to send invitations, tickets and Exhibition exhibitors, exhibitors to invite their customers to negotiate, visit.

※ Organize the project promotion conference, high-level talent exchange, hot issues seminars, policy advice and information conference, seminar, multi-level and rich content of trade activities, invite senior experts, scholars, well-known enterprises and other professionals attending the meeting, delivered a keynote speech and Discussion on the development of academic and industry hot issues with the exhibition, echo, comprehensive exchanges form the most direct and effective trade, technology and information, the exhibition into Chinese VR&AR brand in the field of event.

## 组织机构 | Organization

### 主办单位:

深圳市虚拟现实产业联合会  
 深圳市3D影视协会  
 深圳市多媒体行业协会  
 中国VR/AR游戏产业联盟  
 中国增强现实产业联盟

### Organizer

Shenzhen virtual reality Industry Association  
 Shenzhen 3D film and Television Association  
 Shenzhen Multimedia Industry Association  
 China VR/AR Game Industry Alliance  
 China augmented reality Industry Alliance

### 协办单位

秦皇岛虚拟现实高校企业联盟

### Co Organizer

Qinhuangdao Virtual Reality University Enterprise Alliance

### 承办单位

励汉展览(上海)有限公司  
 那鸿展览(上海)有限公司

### Organizer

Li Han Exhibition (Shanghai) Co., Ltd.  
 Na Hong Exhibition (Shanghai) Co., Ltd.

### 海外承办

新加坡环球展览集团 (HQ Link)

### Overseas contractors

Global Exhibition Group Singapore (HQ Link)

## 合作媒体 | Associated Media





出席大会开幕式的嘉宾有：

- 深圳市社会组织管理局管理服务处.....李祥杰
- 深圳市虚拟现实产业联合会会长.....谭贻国
- 深圳市3D影视协会会长.....赵 鹏
- 深圳市多媒体行业协会会长.....权 磊
- GMGC全球移动游戏联盟深圳分会秘书长.....任培文
- 深圳市3D影视协会秘书长.....石 硕
- 天津大学副校长全通教育虚拟现实研究院院长.....魏建国
- AMD 大中华区市场营销副总裁.....纪朝辉
- 英伟达企业传播总监.....金 洋
- 思享空间总经理.....戴伟平



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