

MEDIA RELEASE
 For immediate release

Gear up to SHOP and WIN at the CEE Festival 2021 from 27 May to win an Omnidesk Desk, Philips Soundbar, Invader Master Series PC and more worth over \$15,000!

Singapore, 24 May 2021 - The countdown to Singapore's inaugural CEE Festival 2021 happening from 27 May to 6 June begins, with three days to the highly anticipated launch!

To get shoppers all geared up for some serious shopping on the widest and hottest variety of consumer electronics and gaming peripherals at up to 80% off during the 11-day festival period, the CEE Festival Team today announces the release of the digital brochure available for download on the [CEE website](http://www.ceeshow.com.sg).

The digital brochure features a plethora of unbeatable deals and offers from participating brands and megastores including Harvey Norman, StarHub, Challenger, Atrix Dynamics, Dreamcore, KIOXIA, Dell, Omnidesk, AVITA, PRISM+, Aftershock PC, Philips, VAIO, Circles.Life amongst others that shoppers can bookmark in advance ahead of their shopping spree from 27 May.



Free brochure download

Not to be missed is the “New Launch” and “Gaming Room Must Have” feature pages showcasing an array of new launches and must have products such as the PRISM+ Q55-QE TV, Dreamcore’s CEE Tier 3 Dream Build, the Omnidesk The Ichi (One) Collection, Royal Ergonomics Customisable Poseidon chair, Anker Soundcore Strike 1 headphones, InvaderPC’s Gundam Edition Terrestrial, Lenovo 2021 LEGION 5 Pro Laptop, Tempest Kirin V2 Mechanical keyboard and more!

Download the digital brochure here: <https://www.ceeshow.com.sg/digitalbrochure/>

Pair your shopping spree with the “Shop and Win” lucky draw happening in conjunction with the festival period where you can stand a chance to win fabulous prizes with no minimum purchase; as long as the purchase is completed from one of the CEE Festival’s participating exhibitors between 27 May to 6 June 2021.

Shop and win lucky lucky draw

Prizes up for grabs include a Philips Fidelio B97 Soundbar, 48” Black Omnidesk Pro 2020, InvaderPCs Master series PC, Lionsforge \$1000 vouchers, Omnidesk Switch Pro, Aftershock HEXAR Gaming Mouse and many more worth over \$15,000!

Additionally, you can get a double chance to win the “Shop and Win” lucky draw by signing up for a new and/or re-contracting with StarHub services.



Register for the “Shop and Win” lucky draw here: http://bit.ly/cee2021_win_pr

Rejoice as trade-in and repair services are making a comeback at the CEE Festival 2021! Get extra cash to help with your next upgrade by trading in your old tech and gaming devices. Additionally, enjoy bonus cash on top of regular rates exclusively during the festival period for trading in tech devices only.



Repair services on tech devices with pick up and return options are also available.





Get a quote here: <https://www.ceeshow.com.sg/tradein/>




With so many exciting happenings during the CEE Festival 2021, there is no time to waste - let's get ready for the launch this Thursday, 27 May 2021!


Register your interest for the CEE Festival 2021 [here](#), or find out more about the event by visiting the [CEE 2021 website](#), [Facebook](#) and [Instagram](#) pages.

Annex

10 New Launches & Must Have Gaming Products from the CEE Festival 2021		
1	Philips Fidelio B97 	<p>[New Launch]</p> <p>Philips Fidelio B97 transforms any home into an on-demand cinema or concert hall by revolutionising imagination into reality and bringing real life and in-action immersive enhancement of IMAX surround experiences. The thunderous IMAX enhanced certified 7.1.2 multi-channel soundbar features surround-on-demand through dedicated Dolby Atmos upfiring speakers empowered with two detachable wireless side speakers system that boast a staggering 17 drivers, eARC compatible and support 4K HDR pass-through with wireless connectivity via Bluetooth and AirPlay 2 plus DTS Play-Fi. Fully compatible with favourite virtual assistants such as Google and Alexa, best in class home cinematic experiences are produced to the delight of any audiophile.</p> <p>Shopping Link: https://www.philips.com.sg/c-p/B97_98/fidelio-fidelio-soundbar-7.1.2-with-wireless-subwoofer</p>
2	PRISM+ Q55-QE 	<p>[New Launch]</p> <p>Other brands don't hold a candle to the vibrant colors of the PRISM+ Q55-QE. Our upgraded Quantum Edition delivers breathtaking 4K visuals that are both vivid & lifelike. The Q55-QE also boasts one of the smartest systems with Inbuilt Chromecast, Google Voice Assistant & access to 5000+ apps on the Google Play Store.</p> <p>Shopping link: https://prismplus.sg/products/prism-q55</p>
3	InvaderPC's Gundam Edition Terrestrial	<p>[New Launch & Exclusive to CEE]</p> <p>InvaderPC's newest limited Gundam edition Terrestrial that is powered by Asus has performance that is out of this world! Packed with specs like the newest 11th Gen Intel I7-11700K processor, the Asus ROG Strix 3080 Gundam edition graphics card, the ASUS Z590-A WIFI GUNDAM motherboard, Lian Li's</p>

		<p>RGB 360 GALAHAD AIO COOLER all encased in the Lian Li's PC 011-Dynamic Chassis. It's no mystery how performance to game at 4k looks so good! Don't wait, join the PC Master Race!</p> <p>Shopping link: https://dynacoretech.com/desktops/invaderpc-supreme-limited-gundam-edition</p>
4	<p>Omnidesk The Ichi (One) Collection</p> 	<p>[New Launch]</p> <p>A lineage of Solid Wood Live Edge Table Tops, the natural evolution of our Flagship Omnidesk Pro 2020. The Omnidesk Ichi embraces the stoic monolith of mother nature and distills it into a single desk that will elevate your space.</p> <p>Shopping link: https://theomnidesk.com/pages/ichi-collection</p>
5	<p>Anker Soundcore Strike 1</p> 	<p>[Gaming Must Have]</p> <p>Stop listening, and start feeling with the next-level headphones, Anker Soundcore Strike 1. It is compatible with PC and PS4. You can also take control of every aspect of your gaming sound experience by downloading the Soundcore Gaming app. The led light surrounding the ear-cups keeps you vigilant and focused. Besides, it also indicates the headphone activating sign. These Anker Headphones are built with oversized 52 mm drivers, allowing you to experience emphasized sounds of gunfire during gaming. Besides, the headphone takes you to the center of the action with its virtual 7.1 surround-sound quality. Besides that, a fully detachable, noise-canceling microphone helps you to have a lag-free conversation with the team.</p> <p>Shopping Link: https://www.techhouse.sg/anker-soundcore-strike-1.html</p>
6	<p>Aftershock Forge 15X</p> 	<p>[Gaming Must Have]</p> <p>The FORGE 15X is the ultimate value RTX 3060 powered gaming notebook. Packed along with the 8-core intel i7-10870H processor, this powerhouse will crush any task you can throw at it, delivering a mind-boggling leap in performance!</p>

		<p>Shopping link: https://www.aftershockpc.com/welcome/rts_details/3011</p>
7	<p>Tempest Kirin V2</p> 	<p>[Gaming Must Have]</p> <p>The Kirin v2 is Tempest's flagship modular mechanical keyboard - designed for an ergonomic, tailor-made typing experience. Packed with features such as vibrant double-shot keycaps, hotswap functionality (change to ANY switch you like) and Bluetooth 5.1 - the Kirin v2 allows for a personalized adventure - at work and play.</p> <p>Shopping link: https://tempest.sg/products/kirinv2</p>
8	<p>Apol Kraken Fossil Grey</p> 	<p>[Gaming Must Have]</p> <p>With a snug-fitting design, it will correct your sitting posture instantly which will relieve even the slightest pain and will help you focus better on your daily task.</p> <p>So that at the end of your workday, you can finally get up from your desk pain-free and proud, knowing that your day has been a productive one.</p> <p>Whether we have to work from home for another month, 3 months or more, you would have no problem now because sitting in front of a computer for hours can finally be a pain-free and pleasurable experience.</p> <p>Shopping link: https://apol.sg/products/kraken</p>
9	<p>Dell G15 Gaming Laptop</p> 	<p>[Gaming Must Have]</p> <p>NEW DELL G15 GAMING LAPTOP DESIGNED TO POWER YOUR NEXT ADVENTURE</p> <p>Get through every adventure with the ultimate armor. The new Dell G15 Gaming Laptop sacrifices nothing so you can experience everything with the latest processors, powerful graphics, Game Shift technology and improved thermal design.</p>

		<p>For more information, visit Dell.com.sg or call 1800-394-7486 or visit Dell Exclusive Stores at Plaza Singapura #04-19, Funan #03-30 or Nex #02-53/54.</p> <p>Shopping link: https://www.dell.com/en-sg/shop/gaming-and-games/dell-q15-5515-gaming-laptop/spd/q-series-15-5515-laptop/hng55152500sg</p>
10	<p>Dreamcore's CEE Tier 3 Dream Build</p> 	<p>[Gaming Must Have & CEE-edition Dream Builds]</p> <p>Designed for ultra-fluid 1440P gaming performance, Dreamcore's CEE Tier 3 Dream Build features the Ghost v3.0 with the AMD Ryzen 5 5600X and the RTX 3060, making it perfect for anyone getting started with streaming, gaming, or content creation.</p> <p>Because the most important thing now is to stay home and stay safe, Dreamcore is offering FREE delivery with all CEE-edition Dream Builds! Check out our Dream Builds sporting CEE-only discounts, same-day delivery and awesome SuperSolid peripherals, and learn why Dreamcore is the fastest growing custom PC brand in Singapore today.</p> <p>Shopping link: https://dreamcore.com.sg/systems/dream-builds/</p>



27 MAY-6 JUN
HAPPENING ONLINE & OFFLINE
ComexITShow www.ceeshow.com.sg

Event details

Consumer Electronics Exhibitions (CEE) Festival 2021

27 May - 6 June 2021

Happening Online and Offline

RSVP: <http://bit.ly/ceefes2021pr>

Official Hashtag: #CEE2021 #CEEFestival2021

Website: <https://www.ceeshow.com.sg/>

Facebook: <https://www.facebook.com/ComexITShow/>

Instagram: <https://www.instagram.com/comexitshow/>

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About SingEx-Sphere Holdings

SingEx-Sphere Holdings connects an eco-system of partners through end-to-end solutions for the global Meetings, Incentives, Conventions and Exhibitions (MICE) industry. With over five decades of experience building a holistic portfolio of events and venue businesses and consultancies, we curate innovative experiences for businesses and consumers, expand global business networks and enable cross-industry collaboration. Our ambition is to be a global MICE industry champion of growth driving impactful experiences and setting new standards of hybrid engagements for the Asia-Pacific region.

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