

MEDIA RELEASE
For immediate release

COMEX Festival 2021 Teases New Highlights and Must-Have Tech Launches For The Ultimate Home Office Set-Up from 2 – 12 September

Singapore, 25 August 2021 – Singaporeans fresh off the celebratory National Day Parade weekend can now look forward to the next biggest event happening in the country – the COMEX Festival 2021. This year, Singapore's largest IT and consumer electronics show will be happening online and offline islandwide from 2 - 12 September.

COMEX Festival 2021's Key Highlights

Consumers can enjoy deals from over 150 brands and 70 exhibitors including Starhub, AMEX, Challenger, Atrix Dynamics, Creative, Secretlab, M1, Garmin, Courts, Dreamcore, Dynacore, Microsoft, Sennheiser, Dell and Acer during the festival period.

The highly anticipated festival will be co-presented with leading e-commerce platform Shopee. Exclusive COMEX-Shopee partners such as Samsung, LG, Armgaddeon and Gigabyte will be offering up to 80% off consumer electronics products and 9.9 hot deals where consumers can shop online and offline islandwide during the September school holidays.



Free COMEX digital brochure

Tech enthusiasts and deal hunters can now sign up to receive the free COMEX Festival [digital brochure](#) consisting of a comprehensive list of exciting promotions, with easy navigation for consumers to purchase directly at participating merchant platforms. Registered participants will be alerted to the launch of the brochure on the COMEX website on 2 September 2021, the first day of the 11-day shopping festival.

Shoppers at the COMEX Festival 2021 will be excited to know that the [shop and win lucky draw](#) is making a comeback, featuring up to \$8,000 worth of prizes to be won – with double chances for AMEX card holders and StarHub users. The prizes up for grabs include a Secretlab TITAN Evo 2022 in Stealth NEO™ Hybrid Leatherette gaming chair, AIWA 55" inch LED TV, Creative SXFI Carrier Soundbar, BeamerX Smart 150" Screenless TV Projector and more.



Shop and win lucky draw prizes

With so many great deals on new tech during the festival, the popular [trade-in services](#) have returned for consumers to convert their old devices (mobile phone, laptops and games consoles) into cash for their next upgrade.

New Happenings at the COMEX Festival 2021

Livestream shows will be making their appearance for the first time during the COMEX Festival 2021, with a 9.9 live show to be held on the COMEX Facebook page from 7 – 10pm featuring fantastic offers, promotions and live demonstration sessions from Microsoft, Dreamcore, Samsung and a giveaway from PaperOne. Consumers can also keep their eyes peeled for a list of 9.9 super deals that will be featured on a [special page on the COMEX website](#).



COMEX 9/9 Super Deals and Livestream

Besides shopping offline at COMEX merchant stores, consumers can also shop online from the comfort of their own homes from COMEX merchants' e-stores, as well as exclusive e-marketplace partner, Shopee.

The Shopee Super Tech Show happening from 5 to 12 September, will allow consumers to enjoy up to 90% off on the hottest electronic items - from mobile phones, computers, home appliances, video games and more. There will also be up to \$100 off flash vouchers released daily!

Consumers can stay tuned for the \$0.10 Mega Surprises for a chance to win attractive electronic products such as the Realme C25s mobile phone and Nintendo Switch Lite at only \$0.10 from 9 September. In addition to shopping for 100% authentic products from brands like Samsung, TP-Link, LG and Gamebusted, consumers can also enjoy 1-for-1 deals, under \$0.99 deals and much more!



Hottest Deals at the Super Tech Show

Consumers who make a purchase from any participating exhibitors (including COMEX-Shopee partners) during the festival period from 2 – 12 September will be entitled to exclusive [Purchase with Purchase \(PwP\) deals](#) brought to you by EarFun to enjoy up to 50% off their earphone products via a promo code on a while stocks last basis.



Earfun Purchase with Purchase (PwP) deals

In addition, American Express (AMEX) card holders can look out for an exclusive month-long contest held from 1 – 30 September 2021 where one lucky entrant will win an Omnidesk Wildwood+ series desk with personalized name engraving. *Sign up for an AMEX card from 1 - 30 September 2021 and receive \$180 worth of CapitaVouchers when you apply with min. spending of \$500 within the first month. Also, earn 3% Cashback on your first S\$5,000 spend within the first 6 months (T&C apply).*

With so many exciting highlights and deals to look out for at the COMEX Festival, it's definitely a festival not to be missed this September!

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



EVENT DETAILS

COMEX Festival 2021
 2 – 12 September 2021
 Happening Online and Offline
 RSVP: https://bit.ly/join_comex_festival2021
 Official Hashtags: #COMEXFestival #COMEXFestival2021

Website: <https://www.comexitshow.com.sg/>
 Facebook: <https://www.facebook.com/ComexITShow/>
 Instagram: <https://www.instagram.com/comexitshow/>

Media Assets for Download: <https://ter.li/wnzygv>

ANNEX

[SNEAK PEEK] New Launches to look out for at the COMEX Festival 2021	
1 Creative SFXI Carrier 	<p>The SFXI CARRIER is the first-of-its-kind DASS - Dolby Atmos® Speaker System soundbar, featuring Dolby's new innovative acoustics concept that pushes the performance limits and capabilities of a compact soundbar to a whole new level. Coupled with Creative's hardware expertise, cutting-edge electronics design, and audio engineering know-hows, this soundbar delivers distinctive high fidelity to rival that of a real cinema experience.</p>
2 Dell Alienware X-Series 	<p>The new Alienware X-Series is the perfect combination of powerful and sleek, offering one of the thinnest form factors ever seen in a gaming laptop of this calibre. Equipped with the latest performance components featuring 11th Gen Intel® Core™ H-series mobile processors and NVIDIA GeForce RTX™ 30 Series graphics, the Alienware x15 and x17 are designed to elevate the gaming experience to new levels. Explore and learn more at the Dell Exclusive Stores.</p>
3 Dreamcore Alpha	<p>The Dreamcore Alpha has been purposefully put together to create the ultimate rig in both form and function. We've worked hard exclusively with Corsair so you'll get all the best features without</p>

		<p>breaking the bank. Deck out your dream rig with the best hardware available today, coupled with brilliant ARGB lights for a stunning desktop gaming PC.</p>
<p>4</p>	<p>Omnidesk Wildwood+ Series</p> 	<p>Singapore's preferred standing desk continues to elevate your workspace to new heights with its Wildwood+ series, offering more aesthetic options and a couple of proprietary improvements to help you perfect your home office. The Omnidesk Wildwood+ series features table tops at an unprecedented thickness of 1 inch, precision cut spacers that Omnidesk calls OmniAirStrips and reinforced steel bars augmented underneath the desk for unrivalled strength and stability. The Wildwood+ Pheasantwood tabletop also features an exclusive Live-Edge - giving it a distinct naturalistic look.</p>
<p>5</p>	<p>JMGO O1 Series</p> 	<p>The O1 Series, co-engineered with Leica, is JMGO's first ultra short throw smart projector series. A space-saving design allows the user to place the projector on any tabletop, just inches away from the wall or projection surface for a sharp and vivid multimedia experience. With a short throw ratio of 0.25:1 and 5000:1 contrast ratio, the O1 can project a 60-100" screen from 10 inch away from wall in FHD resolution and is 4K compatible.</p> <p>JMGO O1 features powerful and immersive stereo sound, co-created with loudspeaker producer Dynaudio. With in-built Luna Companion Mode OS, it projects stunning music visualizer, weather dashboard and digital art gallery by MANA.</p>

Issued by Constellar Holdings Pte Ltd

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About Constellar Holdings Pte Ltd

Constellar Holdings connects a global eco-system of event partners and consumers through a holistic portfolio of intellectual property (IP) in the Meetings, Incentives, Conventions and Exhibitions (MICE) industry.

As Asia's partner of reference for curating innovative event and venue experiences, Constellar activates impactful networks to bring global markets, businesses and consumers together for sustainable growth. With our expertise and dedication, we are invested in helping you build trusted relationships with stakeholders for the long term and enabling cross-industry collaboration through world-class audience engagement solutions.

Constellar is headquartered in Singapore. Founded in 2021, it brings together decades of experience with an intrepid team of experience specialists around the world. Visit www.constellar.co for more information.

About Shopee

Shopee is the leading e-commerce platform in Southeast Asia & Taiwan. Shopee connects shoppers, brands and sellers across Asia and other fast-growing markets, empowering anyone to buy and sell anywhere and at any time.

Shopee offers an easy, secure, and engaging experience that is enjoyed by millions of people daily. It offers a wide product assortment, supported by integrated payments and logistics, as well as popular entertainment features tailored for each market. Shopee is also a key contributor to the region's digital economy with a firm commitment to helping brands and entrepreneurs succeed in e-commerce.

Shopee is a part of Sea Limited (NYSE:SE), a leading global consumer internet company. In addition to Shopee, Sea's other core businesses include its digital entertainment arm, Garena, and digital financial services arm, SeaMoney. Sea's mission is to better the lives of consumers and small businesses with technology.