

## MEDIA RELEASE

For immediate release

**11-day COMEX Festival 2021 kicks off with unbeatable tech deals and exclusive launches from Samsung, Microsoft, Challenger and more**

**Singapore, 2 September 2021** – Singapore's biggest consumer tech festival begins today, offering the best deals on consumer electronics for the next 11 days. These deals can be enjoyed online on participating retailers' e-shops and on exclusive partner Shopee's platform. Consumers can also visit participating retail outlets islandwide from 2 – 12 September 2021.

COMEX-exclusive new launches\* include the Lenovo Tab 11 Plus with PC-class capabilities, the sleek and affordable zero bezel 55" and frameless 32" Android TVs from AIWA, a new series of Invader PCs by Dynacore, and stylish true wireless earphones from Philips in collaboration with K-Pop idol group STAYC. Gaming aficionados can also check out the ultra-immersive range of Simulator Racing PCs, which have been specially created by Aftershock PC for the COMEX Festival 2021.



comex  
FESTIVAL  
2-12 SEPT 2021  
HAPPENING ONLINE & OFFLINE  
ComexITShow www.ComexITShow.com.sg



COMEX-exclusive new launches to look out for

Homegrown heroes such as Creative, Aftershock PC, Omnidesk, Royale Ergonomics, Invader PC and Dreamcore will also be rolling out new product launches, joining over 150 brands and 60 exhibitors who will be putting forth exciting promotions during the festival.

Jason Tay, Head of Growth & Strategy at Omnidesk said, "As one of Singapore's largest IT and consumer technology fairs, COMEX acts as an enabler for Omnidesk, providing outreach and exposure to existing and potential customers on the latest offerings Omnidesk has."

"As a homegrown brand, we've had the pleasure to participate in every COMEX since our launch in 2017. Being able to connect seamlessly with our audience is critical to a brand like ours, and we can't wait to share the exciting custom PC deals and promotions that we've put together specially for COMEX." added Eugene Lim, Co-Founder of Dreamcore Custom PCs.

Now in its 27<sup>th</sup> year, the COMEX Festival 2021 is organised by Constellar Exhibitions, the events subsidiary of Constellar Holdings (formerly known as SingEx-Sphere), and co-presented with leading e-commerce platform in Southeast Asia and Taiwan, Shopee, as its exclusive e-marketplace partner.

### **COMEX Festival 2021 Highlights**

- **Free Digital Brochure** - Tech enthusiasts can now access the [free digital brochure](#) with over 80 pages of promotions, including new product launches, online live shows and unbeatable deals up to 80% off during the festival period on the COMEX website.
- **Shop and Win Lucky Draw** - Shoppers who make any purchase during the festival period stand a chance to [win up to \\$8,000 worth of prizes](#) including a Secretlab TITAN Evo 2022 in Stealth NEO™ Hybrid Leatherette gaming chair, AIWA 55" inch LED TV, Creative SXFI Carrier Soundbar, and more, with double chances for AMEX card holders and StarHub users.
- **9.9 Hot Deals and Live Stream Sessions** - COMEX will be joining Shopee during popular 9.9 shopping date to offer [hot deals from participating exhibitors](#), which will be listed exclusively on the COMEX website. Consumers can also look forward to the special [9.9 live streaming session](#) with fantastic offers and live demonstrations from 7-10pm on the COMEX Facebook page.
- **COMEX Super Tech Show** - In partnership with COMEX Festival, the [Super Tech Show](#) will be happening from 5 - 12 September for consumers to enjoy up to 90% off on the hottest electronic items. Enjoy upsized discounts on 100% authentic electronics products from popular brands. There will also be up to \$100 off flash vouchers daily. Look out for limited-time deals released daily at selected time slots, special 1-for-1 deals, bundle deals, gift with purchase, under \$0.99 deals and other

amazing offers. Feeling lucky? Stand a chance to win exciting electronic prizes daily such as Realme C25s worth \$229, Nintendo Switch Lite worth \$329 and more at only \$0.10 from 9 - 12 September!

- **Shopee 10.9 Livestream** - Catch Aiken Chia (@aikenchia) as he unboxes and discovers the latest Samsung Galaxy products, namely the Samsung Galaxy Z Fold3 5G, Samsung Galaxy Z Flip3 5G, Galaxy Watch4 series and Galaxy Buds2! Don't miss out on the special flash voucher drops during the livestream and giveaways worth \$216 up for grabs.
- **Trade-In Program for Cash** - Consumers can convert their old devices (mobile phone, laptops and games consoles) into cash for their next upgrade at the COMEX Festival [trade-in program](#).
- **Lenovo Giveaway Contest (Supported by Challenger)** – Shoppers can participate in the [Lenovo Tab P11 Plus New Launch Giveaway contest](#) held on the COMEX Facebook to stand a chance to win Lenovo devices (Worth up to \$299) from 1 to 7 September.
- **Purchase with Purchase (PwP) Deals** - Get [up to 50% off EarFun earphone](#) products in the form of a promo code, with no minimum purchase when they shop at the COMEX Festival.
- **Exclusive WFH Contest for American Express Card Holders** - Existing AMEX card holders can start submitting their [WFH contest entries](#) for a chance to win an Omnidesk Wildwood+ series desk with personalized name engraving worth \$1,059.



To begin your shopping experience at the COMEX Festival, [access the digital brochure now!](#) For more information, please visit 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](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/>

**\*ANNEX**

NEW LAUNCHES & FEATURED STARBUY DEALS AT COMEX Festival 2021	
<p><b>1 Aftershock PC Simulator Racing PC</b></p> 	<p><b>[EXCLUSIVE LAUNCH]</b></p> <p>Fans of fast cars, rejoice! Aftershock PC is bringing the thrills of racing to your very own home. Together with E-sports racing company LOR (Legion of Racers), we have put together two LOR Edition PCs specially designed to handle the demanding requirements of the latest racing games and should you need you need a full simulator setup, that option is also available!</p> <p>These racing setups are ultra-immersive and are also the same ones used by car enthusiasts and race lovers to practice for their next track day.</p> <p>Get a Simulator Racing PC from SGD 2815, Simulator Rig sold separately by Legion of Racers.</p> <p><b>Shopping Link:</b> <a href="https://www.aftershockpc.com/welcome/rts_details/4335">https://www.aftershockpc.com/welcome/rts_details/4335</a></p>
<p><b>2 Philips TAT 4556 True Wireless Headphone</b></p> 	<p><b>[EXCLUSIVE LAUNCH]</b></p> <p>Philips announces a collaboration with K-Pop idol group STAYC to introduce the new Philips TAT4556 true wireless earphones with Hybrid ANC active noise cancelling technology and up to 21 hours of playback time.</p> <p>The new Philips earphones are made for work, fun and play. With classic black, pure white, fresh green and vibrant purple to choose from, they are the perfect stylish accessories to suit all lifestyle needs.</p> <p><b>Shopping Link:</b> <a href="http://www.juzshoppe.com">www.juzshoppe.com</a></p>

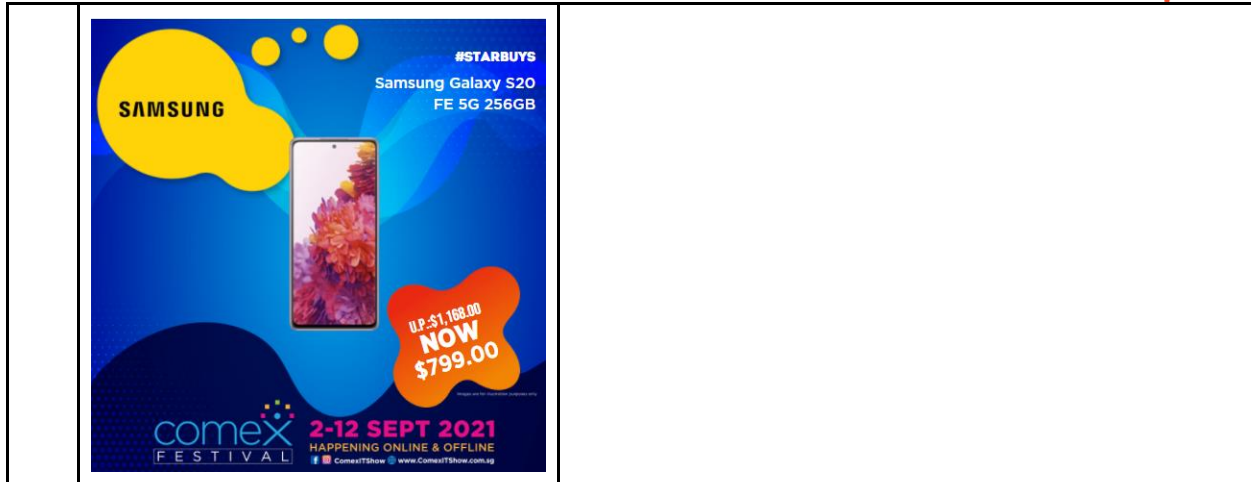
		
<p>3</p>	<p><b>Lenovo Tab P11 Plus</b></p> 	<p><b>[EXCLUSIVE LAUNCH]</b></p> <p>Introducing the new Lenovo Tab P11 Plus! One gadget that gives you unlimited leisure combined with an effortless performance and connectivity that wrapped in stylish design to suit you. Experience PC-class capabilities at the tip of your fingers anywhere, anytime. Brilliant for Everyone.</p> <p><b>Discover and pre-order the Lenovo Tab P11 Plus now exclusively at <a href="https://www.hachi.tech/lenovo-tab-p11-plus">https://www.hachi.tech/lenovo-tab-p11-plus</a></b></p>
<p>4</p>	<p><b>AIWA 55" Android TV AW-LEDX55VC-RM / 32" Android TV (AW-LED32G7K) / ATX-80E II Earbud</b></p> 	<p><b>[NEW LAUNCH]</b></p> <p>The newly launched 55" Android TV AW-LEDX55VC-RM has a Zero Bezel Frame, a crystal-clear 4K resolution with HDR and features a VA Panel complimented with 1.07 billion colors.</p> <p>The newly launched 32" Android TV (AW-LED32G7K) is a Frameless HD Android TV with an in-built Soundbar, making it a perfect and compatible TV for your bedroom.</p> <p>All our Android TVs come with In-Built Netflix, Youtube and Google Play Store as well.</p> <p>Lastly, the ATX-80E II is a second-generation True Wireless Technology earbud featuring a 5.1 Bluetooth technology, seamless automatic pairing and high-definition audio quality. Its lightweight construction and built allows a comfortable listening experience.</p>

		<p>Shopping Link: <a href="https://aiwa.sg/">https://aiwa.sg/</a></p>
<p>5</p>	<p><b>Invader PC by Dynacore</b></p>  <p>DC DYNACORE INVADER</p>	<p><b>[NEW LAUNCH]</b></p> <p>Invader initially stemmed from a gaming product concept at Dynacore, all the way back in 2018 and hit the market as a product line in 2019 March IT SHOW.</p> <p>Our mission then was to provide the best PC builds with premium components to the consumers at competitive pricing without losing its charm of DIY gaming systems.</p> <p>Observing the challenge of consumers with limited knowledge, reluctant to go for DIY systems, we at Invader PC decided to create an experience that focuses on YOU, the consumer.</p> <p>Crafting a journey where “YOU” the consumer, can enjoy the hassle-free nature of a boutique Gaming PC, while learning about the latest available technology so “YOU” can focus only on what’s important.</p> <p>This COMEX Festival 2021, Dynacore will be launching a new line-up series of Invader PCs including the Master MK 3, our take on a 1440p Esports battlestation, our Supreme and Genius series and more – check them out now!</p> <p>Shopping Link: <a href="https://dynacoretech.com/">https://dynacoretech.com/</a></p>

<p>6</p>	<p><b>Microsoft Surface Pro 7 8/256GB</b></p> 	<p><b>[STARBUY DEAL]</b></p> <p>2-in-1 Tablet to Laptop flexibility with built-in kickstand and detachable keyboard. Enjoy multitasking speed and all-day battery life on this touchscreen 12.3" PixelSense display. (Type Cover sold separately)</p> <p>Show Price: \$1,520.00 U.P.: \$1,788.00</p> <p><b>Shopping Link:</b> <a href="https://l.ead.me/SurfacePromo">https://l.ead.me/SurfacePromo</a></p>
<p>7</p>	<p><b>Garmin Fenix 6 Sapphire - Black DLC with Heathered Red Nylon Band</b></p> 	<p><b>[STARBUY DEAL]</b></p> <p>Fenix 6 is a multisport fitness watch with GPS, wrist-based heart rate, Pulse Ox, V02 Max, and a Power Manager to stretch battery life.</p> <p>Show Price: \$1,059.00 U.P.: \$1,369.00 (Purchase with Purchase - Running Dynamics Pod: \$9.90)</p> <p><b>Shopping Link:</b> <a href="https://bit.ly/3jzZ1Xw">https://bit.ly/3jzZ1Xw</a></p>
<p>8</p>	<p><b>Sennheiser MOMENTUM True Wireless 2</b></p>	<p><b>[STARBUY DEAL]</b></p> <p>Sennheiser's award-winning MOMENTUM True Wireless 2 earbuds</p> <p>Show Price: \$329.00 U.P.: \$449.00</p> <p>Exclusive deal at COMEX2021</p> <p><b>Shopping Link:</b> <a href="https://bit.ly/3ywiuMH">https://bit.ly/3ywiuMH</a></p>

		
<p>9</p>	<p><b>StarHub TV+ Disney+, HBO Pak and LIVE TV, all for \$30/month</b></p> 	<p><b>[STARBUY DEAL]</b></p> <p>Enjoy Disney+ and HBO Pak on us, with Entertainment+ or Asian+ at only \$30/month.</p> <p>Show Price: \$30.00/month FREE: Disney+ and HBO Pak on us</p> <p><b>Shopping Link:</b> <a href="http://starhub.com/imagine-that">starhub.com/imagine-that</a></p>
<p>10</p>	<p><b>Samsung Galaxy S20 FE 5G 256GB</b></p>	<p><b>[STARBUY DEAL]</b></p> <p>Samsung Galaxy S20 FE 5G 256GB</p> <p>(COMEX Super Tech Show from 5 – 12 September)</p> <p>Show Price: \$799.00 U.P.: \$1,168.00</p> <p><b>Shopping Link:</b> <a href="https://shp.ee/4aga3gd">https://shp.ee/4aga3gd</a></p>





**Media Assets for Download:** <https://ter.li/lbs7k6>

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**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](http://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.