



Asia Adult Expo 2017

Hong Kong Convention & Exhibition Centre

28 - 31 AUGUST 2017

New Technology, New Opportunities

創新科技。闖新機遇

From Topenreviews, every second of the Internet world generates \$ 3,075 adult content-related consumption, 28,258 people watching porn sites. When the oldest industry meets the latest wave of technology, when the most primitive desire to meet the most realistic picture, will it bring a revolution to the adult industry? The answer is YES!

Toptenreviews的數據顯示互聯網世界的每一秒都會產生3,075美元與色情內容相關的消費，每秒鐘有28,258人在觀看色情網站。當傳統成人行業遇上最新潮的技術，當最原始的慾望遇上最逼真的畫面，會帶給色情行業一場變革？當然！



"VR (Virtual Reality) in the adult industry is our fastest growth sector in years, it's giving people a reason to pay for porn again. The experience is leagues beyond content you would find on a free site."

VR虛擬實境是這幾年成人產業發展得最快的範疇，這無疑能讓觀眾重投付費影片，因為VR帶來的體驗遠遠超過你在免費網站看到的內容。

Ian Paul, CIO, Naughty America.



Estimate Ranking of VR Application Field in 2020
2020年應用領域估算排名

No. 1 第一	遊戲 Games
No. 2 第二	體育 Sports
No. 3 第三	成人娛樂 Adult entertainment

The investment in VR by global tech giants will grow the combined revenue for head-mounted displays (HMDs), VR accessories, and VR content from \$108.8 million in 2014 to \$21.8 billion worldwide by 2020, with a compound annual growth rate of 142%.

全球科技巨頭對虛擬實境之投資，包括頭戴式顯示器（HMD）、VR配件和虛擬現實內容將由2014年的1.08億美元增長到2020年218億美元，複合年增長率為142%。

(Source 資料來源: Investment Bank 投資銀行 Piper Jeffrey, 2016)

Future Adult Entertainment Zone 未來成人娛樂區

Embracing the next milestone of the industry, "Future Adult Entertainment Zone" will focus on digital adult market, including VR, online entertainment, interactive toys producers, e-commerce and mobile-commerce solutions, adult content, apps and payment security providers, traffic and media buying companies etc.

為了迎接行業的下一個里程碑，亞洲成人博覽將在2017年開拓數碼成人市場。「未來成人娛樂區」將會涵蓋虛擬實境、數碼成人娛樂、互動情色遊戲產品、電子商務及移動商務作業方案、成人內容供應商、應用程式開發及付款系統開發、網站流量優化等。

The exhibition will offer VR developers and online entertainment professionals the opportunity to gather and promote high-tech devices and present the new generation adult products. It is a perfect platform to market their innovative products and services to the VR and interactive techniques professionals and enthusiasts from Asia and beyond.

AAE集合VR製造商及網上娛樂行業人士，為他們提供一個展示高科技和最新成人產品的機會，並為國際買家及愛好者提供了一個宣傳其創新技術及服務的商業平台。

Why AAE?

- A 100% export orientated trade show 百分之百出口主導的貿易平台
- They only B2B platform in Asia Pacific 亞太區唯一的商貿展覽會
- Aims to encourage players in the industry to proactively demonstrate their strength and promote trade internationally 目的鼓勵業內人士主動展示優勢和促進國際貿易

Expand the worldwide market!
開拓世界市場！



Buyers main business area(s) 專業訪客主要業務地區



Promote your Brand internationally! 提高品牌國際知名度！

Hong Kong as the Asia hub for international trading
香港 - 連接亞洲和國際的貿易樞紐

□ An international business, trade and financial hub and recognized as a springboard to Asia and from Asia.
香港作為一個國際商業、貿易及金融樞紐，被喻為進入亞洲市場及衝出國際市場的跳板。

□ Building on its foundational free market economic policy, Hong Kong has underpinned the role of global business platform.
基於深厚的自由市場經濟政策，為環球商業活動建構理想的平台。

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