

Spikes Asia launches Innovasia, new technology zone

SINGAPORE: Spikes Asia, the regional awards and festival for creative excellence in advertising and communications in Asia-Pacific, will this year introduce Innovasia, a new interactive technology zone.

INNOVASIA

Innovasia aims to be a platform where delegates can discover a range of new technology coming out of Asia and beyond, and have the opportunity to talk to the people and companies behind the technological innovations that will shape the future of communications.

Innovasia is sponsored by global communications agency Isobar and includes exhibitors such as Microsoft, HTC and Isobar's NowLab featuring LG, JUX, and Netville. Showcasing their most exciting new technologies in a dynamic and experiential space located in a dedicated area at the heart of the festival, delegates can interact with the latest apps, gadgets, visualisations and games and learn how the relationship between brands and technologies will shape the campaigns of the future.

Companies wishing to take part in Innovasia should contact innovasia@spikes.asia.

Key dates

Entries: Now open

Entries deadline extension: 19 August 2011

Delegate registration: Now open

Festival dates: 18-20 September 2011

For more information go to www.spikes.asia.