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## Premier at CE China: Guangzhou VR/AR Industry Innovation Summit

**From gaming to education – exhibitors showcase wide range of virtual reality and augmented reality applications**

*Guangzhou/Berlin, 17 September 2019*– For the first time, CE China, a global IFA event, presents the Guangzhou VR/AR Industry Innovation Summit at its show. In cooperation with the Guangzhou Science and Technology Exchange Institute and the Guangzhou VR/AR Technological Innovation Alliance, the summit will be held on 20 September at CE China 2019 discussing the latest market trends of the industry. Being one of the exciting evolutions, CE China picks up on the developments in the virtual reality and augmented reality (VR/AR) technologies. Visitors have the opportunity to get in touch with the ground breaking innovations in a dedicated VR and AR experience area at the show.

**Among the VR/AR brands exhibiting at CE China 2019 are:**

**Guangdong Super Captain Technology:** Super Captain is an intelligent entertainment operator based on digital technology, integrating unmanned entertainment store operations, AR/VR industry application solutions and digital entertainment content distribution in a comprehensive brand enterprise. Its Super Tornado 360 will immerse the player in 100% racing excitement, while Xiaokai No. 1, Xiaokai Lele bring magical exploration to families.

**Guangzhou Kuanheng Information Technology:** Kuanheng provides industry customers with overall VR business solutions. It is a cooperative enterprise of HTC VIVE, Oculus Rift and others in South China. It will showcase the latest head-mounted display products for sports, security, K12 (kindergarten through to the twelfth grade) VR science classroom and more.

**Guangzhou NINED Digital Technology:** NINED is a high-tech company focused on the development and application of Virtual Reality technology. At present, NINED has deployed more than 3,000 VR offline stores in more than 50 countries and regions around the world.

**Guangzhou STEKI Amusement Equipment:** STEKI has been engaged in the Research & Development, production, sales and technical services of XD dynamic special effects cinemas as well as VR equipment since 2019. At CE China, visitors will be able to try out fixed-wing aircraft training facilities and multiplayer racing.

**Guangzhou Xiechuang Culture Media Technology:** Xiechuang is committed to creating virtual reality theme parks and has successfully joined more than 600 large and medium-sized experience halls. Visitors can experience bungee-jumping and space walking under the roof of CE China.

**Guangzhou Zhuoyuan Virtual Reality Tech:** Guangzhou Zhuoyuan, branded as FuninVR, has established in-depth cooperation with tech giants like Intel, HTC and other 106 globally renowned VR companies to develop and produce top-notch VR products that are applied in kids' education as well as science popularization. Among other products, Guangzhou Zhuoyuan will present its best-seller "VR Dark Mars Simulator" at the show.

**Shandong Dongyi Digital Technology:** Dongyi claims to be the first cultural creative enterprise in Shandong Province to engage in the development of digital multimedia interactive systems, 3D digital visual presentations and exhibitions. At CE China, the brand will showcase the overall solution of safety education and emergency response.

Register Now - [Get your ticket!](#)

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## **About CE China**

[CE China](#), a global IFA event, is designed to link premium brands, important market players and retailers. The show is a vibrant platform that unites global brands with Asian retailers keen to bring new products to their customers. To expand the successful concept of IFA Berlin and to enhance the benefits for both exhibitors and visitors at the show, CE China is going to welcome its first German Pavilion powered by the German Ministry for Economic Affairs in this year's edition. The Connected Driving and New Energy Vehicles section as well as the VR/AR area are also debuting at this year's show.