

## Anticipation Builds as Penang Gears Up for Second Northern International Audio & Visual Show

**Penang, Malaysia:** The highly anticipated Northern International Audio & Visual Show, Penang, is back for its second edition, promising an unforgettable weekend of high-end audio-visual experiences. Scheduled to take place on the 26th to 28th of April 2024 at the Amari SPICE Penang, this premier event is supported by the Penang Convention & Exhibition Bureau (PCEB).

With the event tagline "Visual Voyage, Sonic Story," this year's show is set to elevate the sensory experience of attendees to new heights. The Northern International Audio & Visual Show, Penang, is the region's foremost high-end audio-visual exhibition, showcasing the latest innovations and cutting-edge technologies in the audio-visual industry. After the tremendous success of its inaugural edition, the second edition promises to be even more impressive, attracting audiophiles, tech enthusiasts, industry professionals, and young entrepreneurs, sharing their knowledge on this field.

This year's expo approximately features 25 unique exhibits covering various aspects of audio and visual. Among them are home theatre systems designed to enhance your movie-watching experience, portable music equipment for high-quality tunes on the go, a thrilling car audio show that will rev up your audio experience, and the vibrant performances of a local live band. These exhibits will be presented by industry leaders and innovators in the field. The organizers anticipate the inclusion of additional exhibitors, enhancing the diversity and excitement of the event.

One of the most exciting aspects of this event is the representation of exhibitors from various regions across Malaysia and around the globe. Regions such as Penang, Perak, Kuala Lumpur, Selangor, Singapore, Indonesia and the United States of America, will all be represented, showcasing the nation's prowess in the audio-visual industry. This collaborative effort highlights the growth and development of Penang as a key player in this dynamic industry.

As Penang takes center stage for this grand audio-visual extravaganza, it not only promotes high-end technology but also showcases Penang's progress in this industry. The region's commitment to fostering innovation, creativity, and excellence in audio-visual experiences is evident through this event.

In line with the commitment to fostering innovation and excellence, the Penang Convention & Exhibition Bureau (PCEB) is now placing a heightened focus on

organizing more exhibitions and expanding the exhibition's scale and scope this year. By doing so, PCEB aims to create a robust platform that not only showcases the latest advancements in various industries but also attracts a diverse range of participants, fostering collaboration, knowledge exchange, and economic growth within the region.

For more information of the event, visit here: [Northern International AV Show, Penang](#)

Photos of the event can be accessed here after the event: [DOWNLOAD](#)

## NOTE TO EDITORS

### About Penang Convention & Exhibition Bureau (PCEB)

Penang Convention & Exhibition Bureau (PCEB) is a state bureau established to develop the Business Events and meetings, incentives, conventions and exhibitions (MICE) industry in Penang. PCEB aims to position Penang as the preferred location for Business Events activities in the region. With its rich UNESCO heritage, thriving multicultural society, state-of-the-art facilities and vibrant natural attractions, Penang offers a truly eclectic tropical experience.

In line with its mission to incubate the growth of Business Events in Penang, PCEB serves as Penang's focal point for the coordination of all Business Events activities, providing expert assistance to organisations and Business Events planners at every step of the planning. PCEB's team of industry experts work hand-in-hand with professional service providers and world-class hotels, convention centres and unique venues to ensure the smoothness and success of each event organised. PCEB's goal is to enhance our Business Events clients' experience and at the same time to expand the beneficial economic impact of local MICE businesses.

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