



For immediate release

Discover groundbreaking lifestyle innovations in fitness, wellness and more at 9th Consumer Electronics Exhibition

AIBI and Lovense to debut the latest in fitness and wellness technology

Singapore, 16 May 2025 – Leading fitness equipment and pleasure technology brands *AIBI* and *Lovense* will join over 300 brands to showcase the latest in lifestyle technology at the 9th Edition of Consumer Electronics Exhibition (CEE). Organised by Constellar, CEE 2025 will be held from 22 – 25 May at Suntec Convention & Exhibition Centre.

Together with **Challenger** (Preferred Partner), **GRAB** (Official BNPL Partner), **CIMB** (Official Bank Partner), and **Searix** (Event Technology Partner), CEE 2025 highlights the rise of Lifestyle Tech, spotlighting innovations across three key verticals: Beauty Tech, Health & Wellness Tech, and Pleasure Tech.

New Brands and New Product Launches

As the Official Health Tech Partner and first-time exhibitor, **AIBI** will showcase a comprehensive line-up of innovative health and beauty electronic equipment designed for modern lifestyles. Visitors can try out the AIBI Vita Chair and the newly launched AIBI VibroZen Meditation Platform, which harness Vertical Vibration (WBV) and Horizontal Vibration (WBPA) technologies to support muscle toning, circulation, and stress relief. Other cutting-edge offerings include: SIXPAD, a Japanese EMS-based device that firms abdominal muscles in just 23 minutes; and Lumidiet, a Korean fat-burning innovation that uses LED and near-infrared light.

Following the successful launch of its latest AI-powered innovations at the 2025 Consumer Electronics Show (CES) in Las Vegas, **Lovense**, a global leader in connected pleasure technology, will make its Singapore debut at CEE 2025 to showcase these app-connected innovations, which include the AI-powered Solace Pro, next-generation Lush 4, and Mission 2 which uses advanced Touch-Sense technology.

Empowering individuals and couples to stay intimately connected across any distance, while fostering personal self-discovery and intimate wellness, visitors can experience how these devices act as interactive controllers that redefine personal connection at Lovense's Interactive Connection Zone. Visitors can 'test-drive' products using iPads or iPhones, engage with a responsive mobile app game, and witness the real-time synchronisation of the Mission 2 and Solace Pro via shared sensor technology.

Singapore's only homegrown consumer electronics chain, **Challenger**, returns with extensive product showcases spanning PCs & electronics, accessories, audio devices, home & living as well as wearable tech. These include wellness gadgets such as the **Samsung Galaxy Ring** (tracks heart rate, sleep, skin temperature with AI insights), **Yoose's** compact waterproof USB-C shaver, and **Soocas'** 2-in-1 sonic toothbrush with built-in water flosser. Tech enthusiasts and gamers can also check out the **ASUS NUC**, **MSI GeForce RTX 50 Series**, try their hands at the **Logitech** racing wheel showcase, trade-up their Apple iPhone for special discounts, and participate in the **Challenger Lucky Draw** with every \$300 spent.

Exciting new product launches at CEE 2025 include **Atrix's** ultra-lightweight HP EliteBook 635 Aero Gen 11 AI Laptop at \$1,299 (U.P. \$1,889) and bundled with free HP accessories; **OSIM's** uErgoh, the world's first ergonomic chair with built-in massage that combines advanced massage technologies with adjustable ergonomic support; and the compact, budget-friendly Formovie Xming V1 Ultra projector by **homeentertainment.sg** with Google TV, Netflix and true 4K resolution. Returning exhibitor **Hisense** will launch the new Hisense U8Q, which features a Dolby Atmos audio system co-engineered with Devialet, delivering an all-in-one cinematic experience with no soundbar required.

Other new exhibitors at CEE 2025 include **BlindXpert** with its SmartZip® Track Blinds to keep out rain and convert outdoor areas into functional spaces; and **Narwal**, which bagged several innovation awards at CES 2024 and 2025 for its advanced robotic cleaning solutions that include intelligent self-cleaning mops and vacuums.

Returning Favourites

Following its successful brand debut at the IT Show in March 2025, leading audio technology brand **JBL** returns with an expanded showcase featuring crowd favourites such as the Flip 6 Portable Bluetooth Speaker, Clip 5 Ultra-Portable Bluetooth Speaker, and the JBL PartyBox 110 Portable Party Speaker, among others. Visitors can also expect a bold line-up of new and stylish home appliances from **Prism+**, including a bespoke refrigerator range, the Neo air conditioner with energy-efficient performance in multiple colours, the pastel-finished Macaron ceiling fan, and next-gen display innovations.

Celebrating its 28th anniversary this year, Singapore's third largest telco provider **M1** returns with exclusive offers, discounts, early bird specials and daily lucky dips packed with attractive prizes. On top of enjoying \$0 on latest phones from Apple, Samsung, OPPO, HONOR and affordable monthly plans from \$48.95/month, visitors can participate in daily live auctions for new Apple phones and various products, starting as low as \$28.

Popular smart home electronics brands including **Bbyeol**, **Eazea**, **Hisense**, **Hydroflux**, **Livingcare**, **Luxus Digital**, **Möwe**, **Roborock**, **Ruhens**, **Sterra**, and **Yuhome** will also be back. Joining them are custom PC builders and gaming tech powerhouses like **Aftershock PC**, **Dreamcore**, **Razer**, **Secretlab**, **Sony**, **TTRacing**, and more, who will be offering exclusive deals and live product demonstrations.

CEE 2025 promises an unmatched smart lifestyle shopping experience for all – from wellness seekers and tech enthusiasts to gamers and homemakers. Download the CEE 2025 brochure [here](#).

CEE, organised by Constellar, is part of its leading consumer electronics and technology event series that also includes IT SHOW, COMEX and The Tech Show. Together, they form Singapore's largest and most experiential consumer lifestyle tech marketplaces, connecting consumers with top brands and innovators in a comprehensive showcase of latest technologies, trends, products and gadgets. In an evolving consumer tech retail landscape, these shows offer an immersive one-stop platform for consumers to experience first-hand cutting-edge consumer technology showcases, new launches and exclusive deals that elevate modern living.

Visit **CEE 2025** from 22 – 25 May (Thursday to Sunday) at Suntec Convention and Exhibition Centre Level 3 (11AM to 9PM) and Level 4 (12PM to 9PM).

For the latest information on new launches, deals and updates, join the [mailing list](#), visit the [website](#) and follow CEE on [Facebook](#), [Instagram](#) and [TikTok](#).

For media enquiries and interview requests, contact the Constellar Communications team at comms@constellar.co.

About Constellar: Constellar is Asia's preferred partner for convening businesses, curating ideas and creating opportunities for sustainable business growth and global impact. Based in Singapore with a regional footprint in China and Malaysia, we curate and develop influential trade and consumer events for key industries, connecting global marketplaces in sectors such as fintech, industrial transformation and ESG. We also manage the Singapore EXPO, Singapore's largest purpose-built venue for Meetings, Incentives, Conventions and Exhibitions (MICE). Our vision is to be a global leader made in Asia, activating impactful networks to enable cross-industry collaboration and innovation through our holistic portfolio of intellectual properties in the MICE industry. Visit constellar.co for more information.

ANNEX: CEE 2025 Exclusive Deals & Promotions

- **AIBI Starbuys:** AIBI will be offering exclusive deals of up to 60 percent off on its EMS Foot Massager, SIXPAD Body Fit training gear, Eye Relax massager, Joint Relax massager and its latest product, the Vibro Zen vertical vibration platform machine. Check out details at its booth (8105).
- Homeowners can now book a guided **Smart Living Experience session with Möwe** to revitalise their living spaces and enjoy an exclusive PWP from as low as \$1 with \$100 spend. Available PWPs include smart bulbs, cameras, sockets, kettles, fans, as well as Wi-Fi motion and door sensors. Sign up [here](#).
- **Up to \$200,000 worth of prizes at the [Lucky Catch](#).** Prizes up for grabs include an OSIM uDiva 2-seater Sofa, the latest Narwal robot cleaner Freo Z10, 65" TVs from Hisense and Prism+, Petgugu's Automatic Smart Cat Flush Toilet and more. Simply complete a survey onsite to participate.
- **[WOW Deals](#).** Early birds can collect WOW Deals coupons at the Redemption counter and enjoy special discounts up to 80% off at the respective participating booths. Participating products include the MSI Pro MP251 E2 Monitor, Steed MKB110DB Wireless Office Combo, Tessian Socket Tower 12 Ways Outlet Extension Plug and VCE VE-PD15 10,000mAh Power Bank.
- **[Spend And Redeem](#).** Shoppers who spend \$500 or more across three combined receipts on the same day can redeem a \$10 Challenger voucher, valid for use at the Challenger Zone on Level 3.