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PEOPLE'S REPUBLIC OF CHINA**

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Guidelines for online exhibition services

线上展览会服务指南

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Foreword

This document is in accordance with the provisions of GB/T 1.1-2020 "Guidelines for standardization work Part 1: Structure and drafting rules for standardization documents" Drafting.

Please note that some of the contents of this document may involve patents. The issuing organization of this document does not assume the responsibility for identifying patents.

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Online Exhibition Service Guide

1 Scope

This document establishes the general principles of online exhibition services, and provides guidance on service provision, service capacity assurance, and service quality improvement. guide.

This document applies to the development of online exhibition service activities, and also to the evaluation and selection of online exhibition services by relevant parties.

2 Normative references

GB/T 19012

GB/T 26165-2021

3 Terms and definitions

The terms and definitions defined in GB/T 26165-2021 and the following apply to this document.

3.1 Online Exhibition

Exhibitors and visitors do not need to meet on-site, and use Internet technology to display, obtain, negotiate, and exchange information on products, technologies, and services. Target exhibition.

[Source. GB/T 26165-2021, 3.1.5]

3.2

Based on the deployment of various software and hardware systems, a comprehensive environment for online exhibition organization and service functions is realized.

3.3 Virtual Exhibits

After collecting the information and parameters of real exhibits, it is constructed through

information technology and can be browsed, viewed or interacted with virtually by the audience.

A collection of experience data.

Note. The final presentation of virtual exhibits generally includes parameters, text, pictures, images, virtual modeling, etc.

[Source. GB/T 26165-2021, 3.6.2]

4 General

4.1 Online exhibitions should consider supporting and coordinating with offline exhibitions, realize the digital twin of offline exhibitions (see Appendix A), and adopt Information technology provides intelligent services.

4.2 Online exhibition organizers should coordinate with platform service providers and other online exhibition service providers to provide exhibitors and visitors with high-quality Serve.