

Mediatech Africa caters to content creators

The countdown to Mediatech Africa 2013, taking place from 17-19 July 2013 at The Coca-Cola Dome, Johannesburg, South Africa, has started and anticipation for the top brands and services on offer this year in the broadcast, film and production industry has begun to build.

Professionals involved with content creation and production across various mediums through to transmission can look forward to a dynamic experience and an opportunity to engage with the latest in cutting edge technology.

"Mediatech is the only real broadcasting event of its kind that provides a good forum to network with virtually the whole broadcast industry. It's an opportunity to build relationships and introduce customers to product specialists who can talk in detail about topical technologies and the solutions to address their current and future needs." says Steve Alves, MD of Concilium Technologies, who is exhibiting again this year.

After NAB, Alves is excited about showcasing new products from Harris, Ross, Telecast, Prodys to name a few, along with some interesting additional products from other partners. "There are just too many great products to mention", says Alves who encourages attendees to visit their stand to view the exciting array of brands on display.

What to expect this year

Confirmed exhibitors in broadcast, film and production for this year include:

Touchvision, African Union Communications, Atos, Concilium Technologies, Gencom, Inala Technologies, Jaycor International, Mac Africa, Macro Video, Media Cloud, Movie Vision, Neotel, Penmac Audio Visual, Questek Advanced Technologies, Telemedia, Case Connection, Movie Mart / Media Film Services, Phoenix Fire, Etere.

Exhibitors, Inala Technologies, Telemedia and MovieVision are among a number of companies looking forward to bringing out some valuable international principles.

Broadcasters, producers, cinema owners and post production professionals will be able to engage in product expertise from these highly regarded guests and speakers attending Mediatech Africa in July.

Inala Technologies will also be exhibiting and demonstrating the latest products from TVLogic, Harmonic, Aviwest, Riedel and Pebble Beach and some well-known names in the industry such as Associated Press, TSL and MOG will also be present.

Telemedia's Michael Hall, international sales manager for Crystal Vision Ltd, looks after sales in many countries across the

world and is excited to showcase products to visitors in broadcasting and teleports. Says Hall: "Mediatech is a busy show with good connections to the local broadcasters."

A journey through time

An addition to this year's trade show will be the display of film and broadcast equipment that will take visitors on a journey through time. The Film Museum will show an interesting spread of antique gear, some of which is still in working order, dating back to the start of the South Africa film and broadcast industry. The equipment clearly highlights a rapidly transforming age of technology and aligns with Mediatech Africa's on-going initiative to deliver the latest in cutting edge technology and trends.

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