

DigitalLife Expo ups its game this December

In order to accommodate the anticipated growth in consumer demand for digital products and greater numbers of visitors and exhibitors, the DigitalLife Expo has moved from the Sandton Convention Centre to the Coca-Cola dome and will be taking place from 2-4 December 2011. This year's show is set to deliver a digital lifestyle experience never seen before in SA, with tech guru Simon Dingle of 5FM managing its content and a line-up of industry-first attractions and live events.



"Technology touches every part of our 21st century lives, and this show is for the whole family, not just tech people," said expo content manager, Simon Dingle. "[W]e will have the most extensive range of digital products and services on show, as well as exciting experiential zones where visitors can literally step into the future of our digital world. If there's something new and radical happening in the tech world, you can expect to see it at this year's expo!"

DigitalLife Expo features:

- gadgets, smartphones and tablets
- home theatre and entertainment
- mobile living
- digital services
- music
- art and photography
- gaming
- broadband and wireless connectivity
- connected cars
- physical and online security
- home automation

"By exhibiting or presenting workshops at this year's DigitalLife Expo, participating brands and companies will be associated with the most relevant tech event on African soil and be exposed to consumers at the very forefront of digital culture," Dingle continued.

Cathy van den Berg, expo project manager, said, "Through our experienced team of expo floor designers, we've completely overhauled the DigitalLife Expo floorplan to create a highly-charged sales environment, supported by excellent visitor traffic

flow and captive interactive zones. The timing of the event just before Christmas also couldn't be better, as exhibitors have a prime opportunity to sell to attentive consumers when digital shopping for the family is most top-of-mind," van den Berg explains.

For more information on the DigitalLife Expo, contact Sarah Howarth on tel: +27 (0)11 8073294 or sarah@digitallife.co.za, or Visit www.digitallife.co.za.

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