

## Digital expo workshops to offer hands-on tips

The DigitalLife Expo, running 18 – 20 April 2008 at the Sandton Convention Centre, Johannesburg, will feature a number of free workshops aimed at breathing life into the technologies on display. The 45-minute workshops will highlight various products and services and how they interconnect into a digital lifestyle.

The DigitalLife Expo aims to put the digital lifestyle in context and allow visitors to explore, investigate, compare, experience and purchase products.

The first workshop, dubbed 'Go wireless', is a quick introduction to easy-to-use wireless technologies. Ranka Jovanovich, editorial director of ITWeb, says it will detail how two PCs communicate and share an Internet connection, wirelessly connecting media streaming devices, VOIP phones, IP cameras, portable web-browsing devices, wireless-enabled cellphones, and PDAs.

"*Digital Life's* wireless connectivity specialists will give hands-on demos and host a Q&A session for any unanswered questions," she says.

### Editors' choices

Another workshop will detail editors' choices of South Africa's most useful web sites. "You don't have to spend hundreds of hours online sifting through loads of useless content to find the truly useful gems," explains Jovanovich.

Editors from *Digital Life* magazine and My Digital Life social media site ([www.mydigitallife.co.za](http://www.mydigitallife.co.za)) will highlight SA's top consumer web sites and present an interactive session on various topics, such as the pros and cons of Internet banking, online travel booking, online shopping and social networks.

"All participants will go home with a CD with a list of the editors' choices of top SA web sites across various fields, and stand a chance to win a free broadband access contract from our sponsors."

A highlight of the expo will be a point-and-shoot workshop aimed at teaching attendees how to take better digital photos. "Many consumers are unaware how easy it is to tweak a point-and-shoot digital camera to take better close-ups, portraits, landscapes or night vision pictures," says the workshop presenter and digital photography editor, Walt Pretorius.

### HDTV crash course

Another workshop will offer a crash course on high definition television (HDTV). The workshop presenter, AV specialist editor and writer Joel Kopping will help attendees define their personal requirements and get the most out of their TV. "This will include a short demo on Blu-ray and the difference between HD and SD (standard definition) TV," adds Kopping.

There will also be a session featuring digital music, where attendees will learn how to store, organise and secure their favourite tunes. "With so many sources available, it becomes challenging to manage your digital content. After this workshop it will be clear how to organise your music and find what you want, when you

want it," she says.

"All workshops will provide easy, hands-on tips on how to take advantage of everything digital life has to offer," she concludes.

- The DigitalLife Expo has been designed to reflect the consumer's digital reality in the most logical and consumable manner possible. The result is the Digital Home focal area and various pavilions showcasing different technologies, namely: Mobile & Personal Technology; Digital Life on the Go; Technology at Work; Absa Digital Bank of the Future; Car Zone; Appliances & Home Automation; and Digital Services. Also starring at the expo is the walk-through Digital Home, sponsored by Telkom. Comprehensively equipped with R250 000 worth of every conceivable digital gadget and enabling technology, the 285m<sup>2</sup> Digital Home will be decorated by acclaimed interior decorator, Lynn Blumberg. One lucky visitor will win all R250 000 worth of technology in the Digital Home.

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