

Mediatech Africa readies industry for 2010

Mediatech Africa 2009 - South Africa's broadcast, media, entertainment and AV trade fair - comes as the industry prepares to capitalise on the opportunities presented by the 2010 FIFA World Cup.

The event is organised by Thebe Exhibitions and Projects and will run from 23-25 July 2009 at the Coca-Cola Dome at Northgate. Mediatech Africa 2009 will showcase cutting-edge technologies and services from industry leaders in television and broadcast, sound and audio, lighting and staging, animation, communication and related fields. Special emphasis will be placed this year on the role these sectors can play in the successful staging of the World Cup.

Nick Matzukis, managing member of AVL Distribution, says he anticipates increased equipment sales and demand as a direct result of the World Cup: "We expect to see about a 25% growth in staging and production-equipment sales and at least a 25% increase in demand for roof systems and trussing," he explains.

Colin Wainer, GM of Inala Broadcast, agrees. Both companies are exhibiting.

Other opportunities

Simon Robinson, Mediatech Africa trade fair director, notes that, aside from the World Cup, the industry is facing a number of other opportunities.

"Getting to grips with the introduction of high-definition (HD), Dolby E and 5.1 surround sound to television DTT implementation and new players in the DTH space, as well as training technically qualified personnel well versed in these new technologies, are just some of the opportunities and challenges we face at the moment," he says.

These issues, along with the latest technology, such as video servers, digital live mixing consoles, automation systems, routers, LED lighting and circular roof truss systems, will be highlighted at Mediatech Africa 2009.

The expo will cover the following sectors: broadcast, film and production; professional AV (sound, lighting staging and rigging); DJ and professional music equipment; system integration; animation, new media and web; satellite and signal; and - two new sectors that have been introduced this year - computer music and production tools; and musical instruments.

The event aims to combine the current technology with live demonstrations and special events, and offer industry networking opportunities.

Big-name companies in the industry that have already signed for Mediatech Africa 2009, include Sony SA, Spescom, Altech UAE, Inala Technologies, AVL Productions, Touchvision, Concilium Technologies, Visu Impact, Zimele Broadcasting, Questek Broadcast Technologies, Academy of Sound, Matrix Sound, ProSound, The Camera Platform and Movie Vision.

International visitors

The previous Mediatech Africa drew 4,170 trade visitors and a total of 233 foreign visitors from 26 countries with the majority coming from Africa.

An expected increase in visitors, together with the event's increased sector profiles, necessitated the need to move it from its previous location at the Sandton Convention Centre to the Coca-Cola Dome at Northgate. This new venue is not only bigger but also offers up state-of-the-art exhibition technology, meeting the exacting requirements of a trade fair of this nature.

BizCommunity.com is a media partner of MediaTech Africa.

For further information, go to <http://www.mediatech.co.za>.

For more, visit: <https://www.bizcommunity.com>