

# Professional sound, lighting, staging and rigging takes centre stage at Mediatech Africa Expo

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With the ever-increasing number of visiting acts, expos, shows and bands, South Africa is regularly called upon to deliver world-class back-up and support, and indeed this segment of the market has a proven track record of professionalism, experience and equipment to cater for the demand.

Africa's top suppliers of equipment and services allied to this segment are exhibiting at Mediatech Africa, which takes place from 20-22 July at the Coca-Cola dome in Northridge, where South Africa's advanced technology trade fair will exhibit the latest in technology and equipment without the inherent cost of visiting overseas exhibitions.

"With time pressures being what they are today, there are very few opportunities during the year where the pro-audio community can take a day or two off to catch up with all the new technologies available to South Africans, network with their peers and catch up with old friends for a cup of coffee!" says Paul Martin of Tuerk Technologies.

Hi-Tech Audio who specialise in all types of studios for recording or broadcast believe that being at Mediatech is invaluable. "We benefited from the exposure received at the last Mediatech and hope to do so again this year," says Kevin Manas who will be promoting Solid State Logic Audio mixing consoles and workstation products and the new SSL AWS948 mixing console which has revolutionary new features.

"This segment has already seen fundamental shifts in recent years and the future is likely to hold additional challenges", notes Simon Robinson, Mediatech Africa Exhibition Director. "That is why it is critical for serious industry players to remain abreast of change. Mediatech Africa enables them to do so, providing a centralised point to view and experience the latest products and technologies."

"PENMAC Audio Visual are ideally equipped to stage the most ambitious presentation," says Malcolm Finlay. He believes that Mediatech offers the opportunity of creating new ideas and inspiring creativity as well as building and strengthening relationships. It's the ideal three-day expo where innovative thinking is developed and relationships are strengthened".

Electrosonic's Helmut Merl says that new technology is the big attraction at Mediatech. "We will be exhibiting LED Lighting Products which offers more affordable and versatile products with new design functions and capabilities and we believe that there is a big trend towards environmentally friendly products, so going green and electricity saving devices for big business will be on display."

Tuerk Music's Paul Martin continues: "We will be showcasing the latest versions of Steinberg Cubase 6, Steinberg WaveLab 7 and the Euphonix Control Surfaces - workflow solutions for digital audio and video professionals together with a lot more key equipment."

He encourages all audio professionals to attend Mediatech this year and to visit the Tuerk Music stand if they are looking for a solution to a particular pro-audio problem, or to just catch up and see what's new in the music recording and production arena.

This biennial trade exhibition will showcase cutting-edge technologies and services from industry leaders in 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; computer music and production tools; and musical instruments.

The diverse programme will include live demonstrations, workshops, and a new business matchmaking programme. Visitors will be able to pre-register and be matched to relevant exhibitors. Meetings will then be facilitated between interested parties, allowing exhibitors to engage with visitors on a more personal level. Register for free entrance by 10 July at [www.mediatech.co.za](http://www.mediatech.co.za) or R50 at the entrance.

Companies wanting to take advantage of the exhibition's reach should contact Claire Fuhri on 011 025 3180 or [sales@mediatech.co.za](mailto:sales@mediatech.co.za). For further information contact Simon Robinson: Tel (011) 025 3180, email [simon@mediatech.co.za](mailto:simon@mediatech.co.za) or visit [www.mediatech.co.za](http://www.mediatech.co.za). Mediatech Africa is proudly organised by Thebe Exhibitions and Projects Group.

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