



MEDIA RELEASE

FOR IMMEDIATE USE

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Major industry players confirmed as 98% of space sells out!

Sony Australia has joined other major industry players to confirm its involvement in the **2009 SMPTE Conference & Exhibition, Sydney Convention & Exhibition Centre, Darling Harbour, July 21 – 24, 2009**. The acquisition marks the astounding news that **98% of the exhibitor floor is already sold out**.

Joining industry leaders including **Panasonic, AVID, Adobe, Cannon, Fuji, Roland, Wacom, Thomson Grass Valley, Techtel Pty Ltd, Amber Technology, VIZRT Australia, Quinto Communications and Harris Corporation**; Sony Australia will showcase its latest range of outside broadcast (OB) vehicles, products and facilities in a large dedicated area on the exhibition floor. With high quality vehicles on display, Sony Australia will present the advanced technology needed to make any OB a quality and seamless production.

In addition to exhibiting, Sony Australia will contribute to SMPTE09's educational program by holding a workshop which will profile the company's latest products.

The acquisition of industry leaders will compliment the event's key partners and supporters which have been drawn from various segments of the motion imaging industry and include the **Australian Cinematographers Society (ACS)** and **Women in Film and Television NSW (WIFT)**.

For more information on SMPTE09 visit the **brand NEW website** from Friday, March 6, 2009.

Redesigned to reflect the new advertising campaign, the new and improved website is user friendly and easier to navigate.

As the premier event for suppliers to the motion imaging industries in the South-East Asia region, SMPTE09 caters to all fields of media including broadcast engineering, graphics and animations, multimedia, audio, radio, SFX and post-production. There's only one show with all the majors so register your attendance today - visit the new website www.smpte.com.au or call (02) 9452 7575.

Where & When: Sydney Convention & Exhibition Centre, Darling Harbour
Tuesday, July 21 – Friday, July 24 2009
Open: 10am – 6pm Tuesday - Thursday
10am – 3pm Friday
Registration: Register online at <http://www.smpte.com.au/sydney09.php>
Information: Visit: <http://www.smpte.com.au/sydney09.php> or call 02 9452 7575

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MEDIA ENQUIRIES

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ABOUT EXPERTISE EVENTS Expertise Events creates memorable events that connect people and markets in a very personal way. Our exhibitions are created with passion and a personal touch, delivering unique experiences to our customers that are beyond their expectations. Expertise Events organises more than 30 superior events each year that exemplify the company's reputation as the leading Australian independently owned and managed exhibition and event group.

For events brought to you with a personal touch go to www.expertiseevents.com.au or call 02 9452 7575.