



MEDIA ALERT

FOR IMMEDIATE USE

Date: July 13, 2009

Music Video and Advertising Magicians are Gathering in Sydney

Joining some of the World's most recognised experts, Australia's directors, cameramen, cinematographers, sound technicians and behind the scenes experts are arriving in Sydney to share the meeting of the minds about how they "Make Music Video and Advertising Magic".

From 21-24 July 2009 at the **Society of Motion Picture and Television Engineers (SMPTE) Conference and Exhibition** at Darling Harbour, the people that make music video magic and advertising will be sharing their insights and creative experiences in a series of special classes.

They will be joining a number of Academy Award, AFI, BAFTA and Emmy nominees and winners to discuss their secrets and expertise of movie making at a range of workshops, Seminars and Master Classes.

Run in conjunction with the Australian Cinematographers Society (ACS) in Hall One at the Sydney Exhibition Centre over each day of **SMPTE09** Exhibition, some of the amazing experts in their fields include:

Tony Luu

Cinematographer Tony was born on an overcrowded wooden refugee boat that was fleeing Vietnam. Dealing with the "who's who" of the Australian music industry, including artists like Silverchair, Shannon Noll, George and Eskimo Joe. Tony is considered one of Australia's best with over 80 music videos under his belt.

Grant Marshall

Director Grant is an award winning music video and commercials director. He started directing music videos for Savage Garden's Darren Hayes both here and in USA. He has since gone on to directing videos for major iconic artists such as The Living End (*White Noise*), Something for Kate (*Déjà vu*), Ben Lee (*Pop Music*) and George (*Spawn*). He is also renowned for directing the first music video shot entirely on mobile phone cameras, for The Presidents of the United States of America's *Some Postman*, in Seattle in 2005.

Tim McGahan

Tim is the youngest Australian Cinematographer to be accredited by the ACS. A Queensland boy, he is constantly in demand for his creative vision and speed in delivery. As a Cinematographer, Tim has shot over 250 Television Commercials, 40 music videos as well as short films, and television drama. He has worked with artists such as George Michael, Darren Hayes, Shannon Noll, Grinspoon, MotorAce and Marcia Hines.



Jules O'Loughlin

As a Sydney Photographic Director Jules began his career in arts over 15 years ago. He began as a stills photographer and has accumulated a portfolio of some 3,000 photographs taken in over 40 countries throughout Asia, Central America and the Middle East. In the past few years, he has shot award-winning TVCs, music videos, including clips for The Hoodoo Gurus and Alex Lloyd, and short films including the multi-award winning film *Bomb*. His work on *Kokoda* is critically acclaimed.



Held on the 21-24 July 2009, the **SMPTE Conference and Exhibition** at Sydney Exhibition Centre is a Biennial event. With a strong history of success SMPTE09 is a must-visit event for all professionals in motion imaging, broadcast and sound technology industries. Under the one roof visitors will be able to see the latest products and technologies whilst learning from the best in the Industry. All visitors must be registered. For information please go to: www.smpte.com.au.

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MEDIA ENQUIRIES

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EXPERTISE EVENTS

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SMPTE CONFERENCE AND EXHIBITION

Date	21-24 July 2009
Time	Tuesday 10am – 6pm Wednesday 10am – 6pm Thursday 10am – 6pm Friday 10am – 3pm
Venue	Sydney Exhibition Centre, Darling Harbour, NSW
Registration	All visitors for Conference and Exhibition must be registered
Information	Go to www.smpte.com.au

ABOUT SMPTE: SMPTE founded in 1916 to advance theory and development in the motion imaging field, today serves its members with the latest technology information and education on a rapidly changing industry. SMPTE also is an accredited and globally-respected industry standards-setting body. As the leading technical society for the motion imaging industry, SMPTE is shaping the future of the constantly evolving content business.

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.