

PRESS RELEASE

Three-day 'Photo Expo' and 'Broadcast & Film Expo' in Hyderabad from 28th March

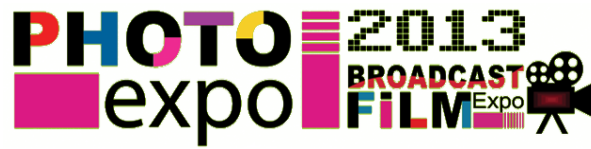
Over 100 exhibitors to showcase about thousands of products by companies such as Sony, Xerox, Canon, Panasonic, etc in a remarkable area of 90,000 sq.ft. area thus making it to be the biggest ever organized event in South India on these subjects.

Hyderabad... 25 March 2014: The most successful and sought after event for the imaging industry in the state of Andhra Pradesh, 'Photo Expo' and 'Broadcast & Film Expo' is to be held from 28th to 30th March 2014 at JRC Convention Centre, Narne Road, Adjacent to Whisper Valley, Film Nagar, Jubilee Hills, Hyderabad. Film producer, Dadasaheb Phalke Awardee Dr. D. Ramanaidu will be inaugurating the expo on 28th March at 10am. Organised by city-based Villart Expositions, the event is to be participated by over 100 exhibitors from across India brands including Sony, Xerox, Canon, Panasonic, Photoquip, Monarch, Epson and others. It is the 13th Expo to be organised all over India and 99th in Hyderabad. Villart had earlier organised such events at Hyderabad, Karnataka, Kerala and West Bengal. The expo is almost synonymous for photography in the state of Andhra Pradesh. Spread over 90,000 sft. area, the two concurrent expos will have over 100 stalls by major brands from the industry showcasing their upcoming as well as existing line of products and services. A slew of products from various brands in the respective industries will be on display at the three-day event declared Mr. Villa Venkata Ramana, Managing Director, Villart Expositions, the organizers. Over 30,000 people including students, professionals, businessmen, etc. from the Photo, Video, Broadcast and film fields from across AP, parts of Karnataka and Maharashtra are expected to visit the expo during the three days.

The event also offers an opportunity for the photographers and videographers to enhance and hone their skills by way learning sessions and workshops, informed Mr. Venu Bhagavan, Director, Villart Expositions. Various free seminars / training sessions, etc. organized for the benefit of the industry professionals such as Seminar on Videography by Mr. Viren Satra; Seminar on Money Management by Mr. Vanga Rajendra Prasad; Seminar on High Key Lighting & Location Lighting by Mr. Shashi; Seminar on Canon Menu & Wedding Photography tips by Expert from Canon; Seminar on Candid Photography tips by Padma Pothukuchi. For the first time in Andhra Pradesh there will be seminars on unique subjects such as Personality Development for Photographers by Mr. Venu Bhagawan and Seminar on Adobe Light Room by Mr. S.K. Hussain. Daily Fashion Shows by some of the best models of the city, Dance Performances, etc. will also be held wherein Photographers can click pictures and apply what they had learned at the learning sessions & hone their skills as well as for entertainment.

Other unique features of the expo this year are that for the first time at the expo, Sony will allow Photographers to click models with the latest Sony cameras, take prints and feel & experience the latest products. Canon is offering the Photographers to use and experience their lenses at its stall, lenses ranging upto 7.5 lakhs to 10 lakhs will be showcased. Also latest trends from across the world such as UK's Strobeam high speed lighting and location lightings, Italy's Album Epoca, etc. will also be showcased at the expo. Along with bringing the latest products and services from the industry to the visitors the expo also provides an opportunity for the people from the industry to upgrade their skills and knowledge, said Mr. V.V. Ramana.

Mr. V.V. Ramana of Villart Expositions, the organizer says, "Expos like this one give an opportunity to know the trends in the industry and a chance to the visitors to adopt and use them and better themselves and their service. The exhibition provides so much information in so many areas of interest all at one location." The three day mega event will showcase Cameras, Stock Imaging Services, Lenses, Mini lab Systems, Photo Albums, Studio Lighting Accessories, Video Graphic Equipment, Digital Conversion Equipment, On-line Lab Processing Units, Digital Imaging, Digital Printers, Laminating Equipment, Video Cameras, Wireless Cameras, Wireless Video Lan



Systems, Broadcasting Equipment, Cables, Broadcasting Media, Animation and Digital Visual Equipment etc. and others.

The photography industry in India is valued at Rs 20,000 crore. The AP industry is estimated to be around Rs.2000 crores. Expos of this kind in Hyderabad offer a good opportunity to know more about the industry and keep pace with the changes that are taking place in the industry.

Andhra Pradesh boasts of about 200000 photographers, 2000 big studios and about 30000 small studios. Approximately 10 lakh people in the state depend on imaging industry for their livelihood. On all over India front, it is estimated that there are about 6,00,000 photo studios, 4000 min-labs, 40000 album manufacturers, 10 to 12 machinery manufacturers and 12 camera studio lights manufacturers serving about 20,00,000 camera population in the country. Over two crore people are engaged in the imaging industry profession all over India.

Villart Expositions is known for organizing many successful exhibitions in the past. Since 1997, it has to its credit a dozen exhibitions on Screen Printing, Real Estate, Photography, Videography, IT Products, Printing Industry, Signage Industry etc. and others in Hyderabad and other places.

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