

Villart Expositions to organize three expos Photo, Sign, Broadcast & Film in Hyderabad from July 4 to 6th

100 exhibitors to showcase over 1000 products to be displayed by companies such as HP, Xerox, Canon, Panasonic, Apple etc in a remarkable area of 41,000sq feet area thus making it to be the biggest ever organized in South India on these subjects

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Hyderabad based Villart Expositions to organize three exhibitions Photo Expo, Sign Show, Broadcast & Film here in city at People's Plaza at Necklace Road from July 4 to 6th, 2008. It is far the biggest Exhibition in South India as it is showcasing three expos together with the participation of 100 plus exhibitors from all over India showcasing one thousand plus products.

Unlike in the past, many big companies, big names to reckon in their respective industries such as Kodak, Xerox, Canon, HP, Apple, Panasonic etc are participating directly and exhibiting their products. The exhibition spread over 41,000sq feet area is expected to draw about 50,000 crowd over the three days, declared Mr. V.V. Ramana addressing a press conference here in city today.

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, LED Displays, 3D Displays, Awning, Canopies, Kiosks, POP raw materials, Touch Screens, Bill Boards, Video Walls, Signage Machinery, Glow/Neon Signs, Video Cameras, Wireless Cameras, Wireless Video Lan Systems, Broadcasting Equipment, Cables, Broadcasting Media, Animation and Digital Visual Equipment etc and others.

It is the rule of the 'digital' in the imaging world now. The expo offers a single platform to witness and be part of changes in the respective industries. The Photo, Signage, Broadcast and Film industry has evolved significantly over time and in the recent years, this market has grown enormously and above all, the digital revolution has impacted very much these industries and opened up all together new markets.

The photography industry in India is valued at Rs 10,000 crore. Similarly the Signage Industry is also growing at rapid phase. In an era of mushrooming malls signage has its own role to play. With over 350 malls with a floor space of 12 crore sft the signage industry has already touched Rs 1200 crore.

Today signs are everywhere. There is no shop or mall or restaurant without using any signage. And everywhere they play an important role. They identify. They direct and decorate. They promote, inform and advertise. Neon was the first sign board ever known and appeared in 1920s and reached its height of popularity in the 1940s.

Be it broadcast, film, IPTV, Mobile TV, Cable network, Infotainment industry, digital films the Broadcast and Film industry is fast evolving. Over the years this industry has grown remarkably. The size of the broadcasting industry in south India alone is estimated to be Rs 1000crore. It could be anybody's imagination to guess the size of the industry in the country. The Broadcast and Film industry throwing open many opportunities, challenges and new areas of opportunities. This expo of

its kind in Hyderabad offers a good opportunity to know more about the industry and keep pace with the changes that are taking place in the industry.

Mr. V. V. Ramana of Villart Expositions, the organizers of the fair says "With so many new products and technologies coming it becomes difficult to know what's on offer. Exhibitions like this one gives an opportunity to know the trends in the industry and gives a chance to the visitors to adopt and use them and better themselves and their service. The exhibition provides with so much information in so many areas of interest all at one location."

Workshops, Seminars on subjects of interest to the professionals in the industry will also be organized in conjunction with the exhibition. A wealth of information for the benefit and advancement of the photography, signage, broadcast and film industry will be offered.

Villart Expositions is known for organizing many successful exhibitions in the past. Since 1997, it has organized about 16 exhibitions successfully.

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The name to reckon for Photography, Sign, Print & Pack and Screen Printing Exhibitions in South India

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