

PRESS RELEASE

SIEL-SATIS-RADIO 2008, A NEW EVENT IS BORN

Paris, 4 November 2008. In 2008, Siel, Satis and Le Radio merged to create a single event, uniting the markets of audiovisual technology, live entertainment, event production, and radio broadcasting: SIEL-SATIS-RADIO! Marked by the coming together of the 3 shows this first eagerly awaited event took place from 20 - 23 October in Paris at the Paris Expo-Porte de Versailles exhibition centre and favourably met the expectations of trade professionals.

A total of **339 journalists** and **34,412 trade professionals** attended the show and made this unique gathering a platform for obtaining information, meeting contacts, and doing business. The quality of the visitors and their diversity (34.2% of them came from the French provinces and 5.8% from abroad) are the results of a communication operation targeting each sector. This pertinence can also be measured by the many reactions of satisfaction from the exhibitors and visitors. The majority of them indeed noted the quality of the contacts as well as the wider and complementary offering of goods and services that resulted from the three events being brought together.

SIEL-SATIS-RADIO 2008 positioned itself as the trade show for transversale occupations and solutions (installation/integration and media), and set as its objectives the strengthening of each branch of the industry by proposing a complete offer of goods and services. Strongly oriented toward market convergence and innovation, the show succeeded in uniting all the leaders of the industry, with the presence of **422 exhibitors**. The latter offered visitors a comprehensive overview of the current technologies in the various sectors represented at the show: Audio, Broadcasting, Cinema/Fiction, Creation/Post-Production, Lighting/Stage Equipment, New Media, Radio, and Solutions & Communication. Worth noting: the coming (or return) of new exhibitors such as Sennheiser, Yamaha, Barco, Isilon, and Mitsubishi among others...

The multisectorial conferences welcomed a total of **2,287 attendees** in the three meeting areas: the **Agora**, the **Antarès** amphitheatre (Audio), and the **Radio & MixMedia Studio**, the latter focusing attention on a highly topical issue (Digital Terrestrial Radio, Personal Mobile Television, etc.); the abundance of information given by all the speakers, each an expert in his or her market, constituted sources for information and advice for the public.

The associated events - **HD Film Festival** and **Forum International Multichannel Sound Forum (FISM)** – drew capacity audiences: **225 guests** at the festival and **130** participants at the FISM. The success of the HD Film Festival keeps on growing with more than 160 programmes competing. Presided over by the film director **Gérard Krawczyk**, the judging panel awarded 8 prizes, including 3 Special Grand Prix, to the winners of this 3rd festival. A large proportion of the award-winning programmes have already been or will soon be the object of a broadcast on French TV channels (for all the details: www.hdfilm-festival.com). For its part, since its creation in 1998, the FISM has been the European platform for exchanges and demonstrations of international know-how regarding multichannel sound. This annual event, in partnership with the show, gathered together an audience of French and foreign trade professionals to discuss a matter at the heart of our industry today: HDTV multichannel sound distribution using the TNT format.

Other key figures:

- The wide participation of exhibitors in the **Trophées** competition, with 75 products competing...proof that manufacturers respond to the changing needs of the market. A total of **15 Trophées were awarded!**
- The total audience of **1,928 show visitors** who immersed themselves in **3D relief** inside the specially equipped screening room. 3D relief is arousing great interest among consumers and trade professionals alike. The show offered visitors a compilation of 3D images (animated films, movie trailers, concerts, etc.)
- The success of the Kinorezo's **speed-datings** (www.kinorezo.com) that made it possible for cinema and broadcasting professionals working in creative and technical occupations to meet each other and make new contacts. It was a successful first during the show, with the participation of many trade professionals interested in developing business opportunities and encouraging contacts.

View all the high points of the show in pictures and podcasts on www.siel-satis.com!

Three leading shows now united, based on convergence and technological innovation:

A new dynamic is born! So don't miss out on the next gathering of SIELSATIS-RADIO in October 2009 (dates to be confirmed)!

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