

Provantage Events & Experiences launch 3D TV for LG

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Guests were nodding in appreciation after the prestigious launch of the world's first full LED 3D TV. Put together and managed for LG Electronics by Provantage Events & Experiences, the swanky cocktail party had guests and media sashaying around Athol Place, a boutique hotel in Sandton, experiencing this world-first in television technology.



The exclusive event took place on the 26th of May 2010 and was attended by approximately 40 members of the media. The new LG Infinia range of screens was installed in various rooms at Athol Place, creating a real life interactive experience for esteemed guests in a real life scenario and lifestyle environment.

"No new technology promises to transform the world of home entertainment like 3D does.

More than just a technological advancement, 3D could change the whole way we experience TV. With its astonishing Full LED picture quality, with even more LED chips and unbeatable brightness, LG's 3D TVs provide the perfect platform for 3D, where people can really be a part of the action," says Dr Michelle Potgieter, Marketing Director for LG Electronics South Africa.

"The swish cocktail party included classy jazz duo Velvet Motion, an intriguing human cocktail table and a cigar and whiskey tasting area to complete the guest experience," concludes Henri Fourie, Senior Events Manager Provantage Events & Experiences.

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