

# Mediatech Africa 2013 welcomes Sony as sponsor

Africa's pivotal advanced technology trade show is pleased to announce Sony as a platinum sponsor of its 2013 exhibition.

Mediatech Africa, now in its seventh run, has had continuing support and engagement from Sony, who have been involved since 2001, at the very first show. Sony will be exhibiting at the 2013 event with even better products than before.

"Mediatech is always the best opportunity to showcase new products and technologies to the industry. The number of people in the industry is continually growing and Mediatech gives them the opportunity to interact with the actual products and discuss their requirements with the various suppliers." says Jess Goedhals, general manager of the Broadcast Division at Sony South Africa.

This year Sony will be showcasing the recently launched Sony PMW-F55 and F5 cameras together with the Sony RAW recording capability. They will also be launching the Optical Disc Archive (ODA) system which uses proven optical disc technology, along with the new generation of OLED Grading and Broadcast Monitors.

## Daily workshops

In addition to cutting-edge brands and services, Sony will be presenting a workshop each day at Mediatech Africa on understanding Sony's 4K sensor technology. Tests will be done to compare the Sony F55 to the Red Epic and Alexa 16:9. The tests are limited to the camera's native on-board recording formats and do not use external recorders.

The tests focus on the different sensor's latitude in typical and challenging exterior and interior lighting conditions. The aim is to give the user a better understanding of each of the different camera's capabilities. The workshop will start with the test methodology explained, followed by projection of the test results and then a short Q and A after each test. The raw test footage will be on hand for further scrutiny. The second part of the workshop compares the Sony F5 to the Canon C300 in an interior lighting environment. The workshop will end with a basic summary and conclusions. The cameras and their accompanying experts will be available on Sony's stand for further discussion if need be.

"We are most looking forward to exploiting the current advantages of our new 4K/2K Cinematography cameras." says Goedhals, stating that the F55 and F5 have taken the movie and commercial industry by storm both globally and locally. "Shooting in 4K RAW is now a real cost-efficient option and will allow filmmakers to use the lenses, techniques and process usually associated with 35mm filmmaking."

Visitors to Mediatech Africa are invited into an exciting, interactive hub of activity with exposure to over 800 brands and a rare opportunity to meet and network with key industry players.

Access to technology workshops, live outdoor sound demos, international speakers and live entertainment make for a unique experience.

For more, go to [www.mediatech.co.za](http://www.mediatech.co.za).

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