

BROADCAST INDIA

Paying a last visit to Mumbai's World Trade Centre, the recent Broadcast India exhibition offered some strong indicators of the direction of Indian pro audio



Probably held for the last time at the World Trade Centre in Mumbai, the Broadcast India exhibition pitched up for three days during November 2007. Running for the 17th consecutive year, the show saw a total of more than 22,000 trade visitors, with an average of 7,000 plus attendees per day, and the participation of more than 450 exhibitors from 31 different countries, building on its reputation as an important international event. Visitors represented the film, television, radio, video, audio, mobile TV and IPTV areas, and were accompanied by large groups of students from various of the country's educational institutions. The conference that preceded the exhibition offered 31 papers, which further helped to define the future of the broadcast industry in India.

The show enjoyed a range of exhibitors, from leading manufacturers to film and television institutes such as Whistling Woods International. There were also some less 'conventional' exhibitors: Beatbox Music, a distributor for royalty free music and sound effects for Australia and Asia; US-based 615 Music, offering original music and sound design; and Emirati from Germany, offering insured risk promotions for TV/radio shows – a means of presenting large cash prizes that cost a fraction of their actual value.

This year, the show had a Bavarian Pavilion for the second time – organised by The Bavarian Ministry of Economic Affairs, this provided an information centre for 13 German exhibitors helping to establish contact with Bavarian companies, and offered comprehensive information on Bavaria as a high-tech market. The Exhibition also had a Chinese pavilion for the first time. However, this year's exhibition also had something missing – there were no large format digital or analogue consoles on display. Of the consoles that were to be seen, all were small format. Correspondingly, there appeared to be a rise in importance of I/O cards for computer-based systems, suggesting that studios, engineers and music producers are taking up workstations in preference to hardware-based working.

Ulrike Lauterbach, AVT marketing and sales manager, was surprised to meet many end-users from the radio and the television industries. AVT was presenting the Magic ISDN Telephone Hybrid System for up to 16 callers with screening and database functionality, Telephone Hybrid Magic TH2 with two Pots interfaces, and the digital Dual ISDN Telephone Hybrid Magic TH2. Mediatron made its intention to 'sell and not just to exhibit' pretty clear with its Live Assist and Radio Automation system, which includes Mediastation, Hotshot, HotRecord, Mini Cue, Quicksearch and Level Control Fader Module. 'Broadcast India was very good for us,' said Markus Stein managing director at Mediatron. 'Many people showed interest in our audio-over-IP streaming solution, Stream Cube. We also were very impressed by the interest in our radio and TV automation solutions'.