

SLV EXPO

Sound Light Visual Expo 2009

The inaugural edition of the Sound Light Visual Expo (SLV Expo) 2009 held at the Genting International Convention Centre in Malaysia from the 29th to the 31st of July saw the participation of 31 exhibitors and over 140 brands showcasing a range of products from loudspeakers, mixers, effect lighting, lighting controls, to trussing, and even LEDs.

Organised by UnUsUaL Exhibition Services Pte Ltd, credit must be given to the organisers for the success of this exhibition considering the various barriers faced, beginning from the unusual logistics issues involved. One visual effect that stood out was the combination of the nicely carpeted ballroom, where the exhibition was held in, with shiny, silver trusses fashioned on open spaces – just from this point of view there was a different feel, one of overwhelm yet comfort both at the same time.. For those in the know, there was some fear about the convention centre having insufficient power for an exhibition that hungrily used electricity. To everyone's satisfaction the organisers again managed to have power running without any black-outs at all.

Bosch Communications held its regional distributor gathering a day before the exhibition and extended it to the second last day of the exhibition. This helped, in part, to extend the regional visitorship to SLV Expo 2009. Delegates at the Bosch Communications event were happy not only with what Bosch had to offer but also the location and the fact that they could check out other exhibits.

Genting itself is a major purchaser of sound, light and visual products not just for its properties in Genting but also for the cruise ships that it operates and so it was no surprise that they took full advantage of the exhibition and especially some of the seminars by getting their technical team to visit the event.



(L-R) Robert Mulatz, VP of Communication & Systems, Robert Bosch; Ng Kheng Leong, VP of Genting Malaysia Berhad; Johnny Ong, Organiser of SLV EXPO 2009, Director of UnUsUaL Exhibition Services Pte Ltd; Victor Lee, Chairman of Entertainment Equipment Industry Association of South China and David McKinney, Sales Director of Asia, JBL, at the Opening Ceremony.

As was expected there were some pockets of visitors from the surrounding South-east Asian countries but the bulk of the visitors to the exhibition were from Malaysia. Distributors, rental companies, integrators and event companies formed the majority of the local visitors. From the conversations had, there were definitely indications of hunger for an exhibition of this nature in Malaysia; the fact that over 1,400 visitors, with more than 50% locals, were willing to make their way up to Genting to attend the event is testimony to that need.

Overall exhibitors indicated that their expectations were met and the fact that they could show their solutions to the Genting decision makers was a bonus. Norman Lao, CEO of Visual-Ads Pte Ltd commented, "The quality of the visitors was good – they were knowledgeable and interested in the advanced technology that we are showcasing here. Visual-Ads showcased their new Orion PDP Infinitely Expandable Multi-Plasma MPDPs. The new MIS-4230 is coated with Anti-Glare and Anti-Reflection filter film for a sharp and clear display for semi-outdoor applications."

Jens Poehlker, Sales Director of MA Lighting Asia Pacific Ltd, added, "Genting, due to its location, is a challenging place for a convention and we have seen that new exhibitions are not always taken up so well. Despite all this SLV has been a good show for us. Our objective to show our commitment to and presence in Malaysia has definitely been achieved. We believe that SLV has boosted our presence in Malaysia very well. We gambled on the success of the show and we won in the City of Entertainment". The MA Lighting booth showcased their famous grandMA consoles as well as their new MA Video Processing Unit (VPU). In fact this SLV Expo is the first time the VPU has made its appearance in this



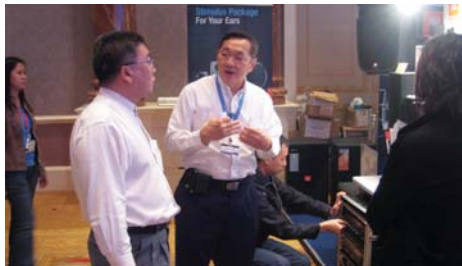
Norman Lao, CEO of Visual-Ads International Pte Ltd



The new MA Video Processing Unit

region. With a huge amount of functions, features and effects together with any console of the grandMA family this will be a very innovative tool available to control visual effects independent of the type of fixtures needing control. With intuitive operation via the console and an integrated control screen (MA VPU pro, MA VPU plus) at the front of the MA VPU everything is under “permanent” control.

Systems Electronics & Engineering Sdn Bhd displayed a range of products including two 5.12m x 1.92m, and 20mm pitch OPTOTECH LED panels, as well as the top-of-the-range Soundcraft Vi6 and newly launched Si3 which captivated many front-of-house engineers. Also showcased were the new Control Contractor 50, Control CRV and CBT (Constant Beamwidth Technology) speakers along with Crown Macrotech Anniversary Series and LPS Series amplifiers. BSS and dbx processors were also exhibited together with Shure’s X2u XLR-to-USB signal adaptor (bundled with the legendary SM58) and the new SRH440 and S R H 4 8 0 headphones.

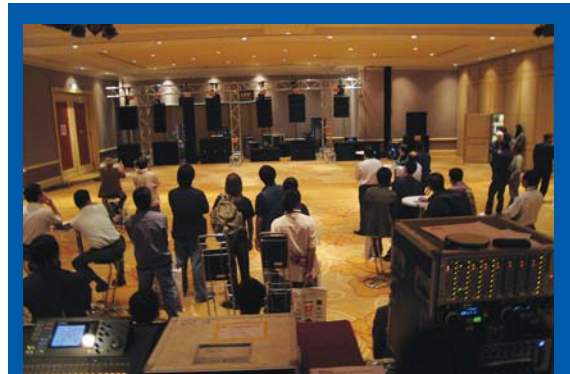


Ronald Goh, Managing Director of E&E (on the right) with a visitor.

“The debut of SLV EXPO in Malaysia was an excellent opportunity for E&E to present solutions and technology to our customers and new buyers. Over the years, our products and services have been trusted and recommended by industry consultants and specialists and we will continue to provide quality sound reinforcement and AV systems in the region as we keep an eye on upcoming infrastructure projects,” said Ronald Goh, Managing Director of E&E. ”

Johnny Ong, Director of UnUsUaL Exhibition Services Pte Ltd commented, “We had very favourable comments from our exhibitors. The exhibition venue itself they felt was excellent and the quality visitors that came through the doors made it a successful exhibition for them. We are pleased that we were able to create an event for the industry that was aligned to their objectives”.

SLV Expo will be held again next year back in Singapore. Dates and venue will be announced soon.



The Loudspeaker Demonstration Room



The lovely Ladies from UnUsUaL Exhibition Services Pte Ltd



Martin Professional Booth



Weifa Booth



The busy E&E Booth



Glenn Wong of Total Solution Marketing entertaining journalists



Participants at one of the seminars



(L-R) He Biao of East Voice Equipment Company Limited; Johnny Ong; Terence Cho of Supreme Music and Taiké of Haituo Advertisement Limited Company in Guangzhou



Visual Contact also exhibited their cueing solutions from Interspace Industries



VIP & Exhibitors' Dinner with entertainment provided



Tommy from Visual Contact (3rd from left) with guests and colleague at their booth.



Light Impact Engineering booth



The Concept Audio team showcasing Nexo solutions



Simon and Ace Yip of E&E with Johnny Ong and Jack from Rock Production



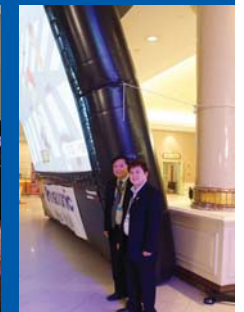
Interest in the Digidesign® VENUE console at the IMS Mahajak booth



Indonesian and Singaporean visitors to the exhibition



The Bosch Booth



Johnny and Max of Panasonic



The newly announced Midas and Klark Teknik distributor for Singapore and Malaysia, QUAD Professional headed by Vincent Tan (in the middle) with the Bosch team



Johnny with Peter Rooney of Bec-Tero Thailand



Robert and Koh



The Infinity team