



## ALBRECHT

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Internationale Fachmesse für  
Filmtechnik  
International Trade Fair for  
Motion Picture Technology  
20. – 22.09.2008  
M,O,C, München

### **PRESS RELEASE September 2008** **cinec – International Trade Fair for Motion Picture Technology** **20th – 22nd September 2008 - M,O,C, Munich**

#### **More exhibitors, more space, more program**

More than 150 companies from 15 countries will show their novelties in two halls of the M,O,C, Event Center in Munich at the cinec – International Trade Fair for Motion Picture Technology from 20<sup>th</sup> – 22<sup>nd</sup> September. The cinec, one of the biggest European events in the film industry, will be completed by an extensive ancillary programme.

#### **The exhibition – the current state-of-the-art**

Of course, cinec focuses on the recent developments in the field of film shooting – the sector, which has undergone the most changes lately. The area of lighting technology offers various novelties as well and will make a strong appearance at the cinec. The producers of stage equipment present themselves eager for innovation. The manufacturers of light equipment will present a novelty, which provides new opportunities in the composition of pictures for documentarists as it is easy and fast to handle. As far as camera technology and accessories are concerned, many special solutions and further developments for the specific demands of the film industry can be found. In the field of stereoscopic cinematography a new rig will be shown which helps to avoid the common problems of viewers. The service sector provides interesting possibilities for networking, not only in the field of rental, but also as far as maintenance and repair of the entire equipment is concerned.

#### **State Minister Sinner – tour around the cinec**

Thanks to the initiative of the Cluster Audiovisual Media and FFF Bavaria, State Minister Sinner will visit the cinec on the 22nd September in order to view the novelties of the Bavarian and international exhibitors.

#### **The cinecAward – reward for innovations**

Many of the novelties will compete for the »**cinecAward**«. The Bavarian Society for the Advancement of Film Technology e. V. (Fördergemeinschaft Filmtechnik (FGF)) will award prizes to the most distinguished innovations in several categories. The international jury will meet the challenge to judge and reward the novelties of 30 applicants. The »**cinecAward**« is promoted by the **Free State of Bavaria**, the presentation of the award will take place in Munich's Old Town Hall on the 20<sup>th</sup> September. The host will be **Dr. Reinhard Wieczorek**, Councillor and Head of Department of Labor and Economic Development.

#### **The cooperations – worldwide and across all sections**

According to its motto, to present a forum for the »entire film« and to provide a useful basis for communication, the cinec does not only offer products in the core area of film. Cooperations with numerous national and international magazines create broad and lasting outward effects, institutions like the **Cluster Audiovisual Media Bavaria** build a bridge to politics.

**New at the cinec:** The **UK Pavilion** with ten companies, supported by UK Trade & Investment (UKTI) through the Trade Show Access Programme (TAP).

#### **The ancillary programme – insights in practice and future**

Top-class speakers will talk about **The Future of Cinematography**, the theme day **Digital Archiving** will present new developments and possible solutions of the decay of the media, a current problem.

#### **Youngsters at the cinec**

The **MedienCampus Bayern** will inform young attendees of the trade show about the various possibilities of education in the film industry. In cooperation with the **Cluster Audiovisual Media** students are invited to have a look behind the screen.

You can find more information and pictures at [www.cinec.de](http://www.cinec.de).