



ALBRECHT

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PRESS RELEASE

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

cinec, the International Trade Fair for Motion Picture Technology, will take place in the M,O,C, Events Center in Munich for the seventh time from 20th – 22nd September 2008.

As one of the film industry's most significant specialist trade fairs, cinec focuses directly on the relevant target group of professional users. The key areas will be: Professional Camera Technology, Camera Support / Grip, Sound, Lighting Technology and Equipment, Postproduction, Archiving, Data Management, as well as Equipment, Accessories, Rental and other services, Organizations and Institutions.

The film industry is challenged by new technologies, the process of changes in the whole film and TV sector calls for reasonable and feasible troubleshooting. To show solutions and to put them up for discussion is the aim of the accompanying cinecForum "The Future of Cinematography".

Groundbreaking and trendsetting technologies will be honoured with the much sought-after cinecAward on Saturday, 20th September.

Top-class and market leading exhibitors as well as visitors from 61 nations turned the last cinec into an outstanding place for networking, meeting people, exchanging ideas and for business. Already by now, we have received registrations and reservations of 35% of last year's exhibitors as well as new customers, which makes us look forward to a successful cinec 2008.

More information can be found at www.cinec.de.