

CINEMA TODAY 2010

A Celebration of Lights, Cameras and Action!

“CINEMA TODAY 2010”, the 4th edition of International exhibition is happened during 23, to 25th July at Chennai Trade Centre. The Asia’s biggest show for the complete Cinema, Broadcast, Media and Entertainment Industry, was a Celebration of Lights, Cameras and Action.

The show was supported by industry associations and played a vital role in taking the industry to the next level.

The show was organized by Buysell Interactions, the likes of which are only held in USA and European countries. The company having the credit of over 100 shows professional show in various cities in India & abroad is one of the leading organizers of trade exhibitions, seminars & workshops from India.

This year the show was bigger and better than the previous shows. Technology and products introduced world over were showcased in this show. Special focus was on digital revolution in film making and broadcasting, 3D technology, special effects makeup, advancements in animation & visual effects live professional sound & light demonstrations.

The exhibition showcased products & services of 150 plus participants. The trademark of Buysell to bring in visitors from every nook and corner was proved yet again with forty thousand plus visitors to the show from all over India and also from US, China, Europe, Srilanka, Singapore, Malaysia, South Africa and Middle east.

Some of the highlights of the expo were:



Anand Cine Service who has tied up with **ARRI** launched the 1st **ALEXA** in India. **ARRI ALEXA** is the latest model in a new generation of digital cameras for feature, television, commercial, documentary, music video production and more. Demonstrations and workshops on the camera enabled the end user to understand the salient features.

QUANTEL demonstrated **Pablo** - ultimate color correction solution for HD, 2k, 4k and stereoscopic 3D.

Panasonic demonstrated their latest Tape less Camera-Recorder for Professional HD/SD multi-format recording

Scorpio – the unique Versatile Telescopic Crane was one of the star attractions of the show.

Kryolan (Official Cosmetics Miss Universe ® 2010) - sponsored workshop on Special Effects Makeup by renowned makeup artist, Ms.Samantha Peluso from Italy on all three days of expo.



“The Conference & Seminar on **CGI-VFX**” by technical experts was a great value addition to the students and professionals from the animation & special effects industry.

“The 2nd **CINEMA TODAY Short Film Awards**” was an added attraction to the show. This was an encouraging and motivating initiative by the organizer for the budding directors, in association with **SNIPER**. The entries received for the Short Film, Documentary, Animation and Photograph categories were adjudged by experts from the industry. Trophies and cash awards were presented to the winners.

Above all the show had a successful attempt in creating a World record. **“World Record for the Longest and Continuous signature Campaign Saluting Dr. Kalaignar”**. Kalaignar has contributed to the Film Industry for nearly 70 long years. This is a Great World record of Longest Continuous Contribution of any artist to the Film Industry world wide. He is the one and only leader who has proudly used the name “Kalaignar” (Artist), adding glory to all artists and it is our honour to salute Kalaignar for such a commendable achievement. Saluting the ‘World Record of Longest and Continuous Contribution to the film industry’ through a ‘World Record of Longest and Continuous signature Campaign’ on a 1 Kilo meter long continuous sheet The **South Indian Cinematographers Association (SICA)** and **Tamilnadu Video and Photographers association (TVPA)** supported this venture.



One and all associated with the industry were immensely benefited from this expo which gave a better understanding of latest in the industry worldwide. Buysell Interactions have announced the next edition of the expo **CINEMA TODAY 2011** scheduled for **29, 30 & 31st July** at **Chennai Trade Centre**, Chennai.