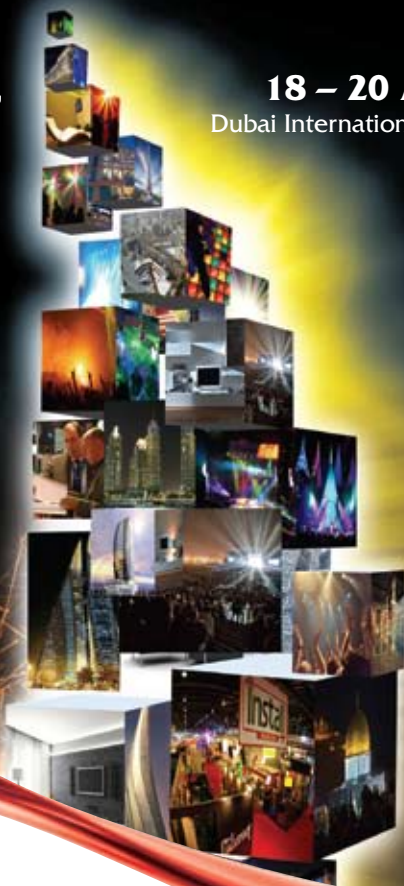


Professional Audio & Lighting,
AV Systems Integration,
Smart Home Technologies &
Music & Entertainment

18 – 20 April 2010
Dubai International Exhibition Center



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MIDDLE EAST

The professional audio, light, music and entertainment industry is booming in the Middle East region, and so are the sectors that come together to form PALME 2010. UAE is leading the way as the hub for all major activities revolving around systems integration and installations, offering a tremendous scope for further growth in near future for companies and individuals servicing this sector.

The PALME Conferences and Education Programme is the ideal networking platform for industry professionals to exchange ideas and learn about the latest trends and cutting edge technologies.

2nd Annual: AV & Systems Integration Conference

18 April 2010

US\$ 195*

The **2nd Middle East AV & Systems Integration Conference** is the **only regional conference** designed to provide a forum for audio visual and system integration solutions. Professionals will examine the future of the AV and integration industry, analyse business trends and showcase innovative AV solutions and technologies.

Key issues to be addressed:

- **Discussing** impact of current economic climate on the AV and integration industry in the Middle East region and world wide
- **Exploiting** current and future trends of digital signage, LED technology and advanced multimedia systems
- **Examining** the future of the industry: constraints and new technologies

2nd Annual: Lighting Conference

19 April 2010

US\$ 195*

The **2nd Annual Middle East Lighting Conference** is the only conference in the region designed to provide a forum for lighting solutions professionals to examine the future of lighting and integration solutions industry in the Middle East region, analyse business trends impacting lighting professionals, design solutions and innovative lighting technologies.

Key issues to be addressed:

- **Keeping** up to date with recent lighting projects and plans in the region
- **Discussing** new technology trends
- **Assessing** regional developments in sustainability buildings and lighting projects
- **Learning** about interior and exterior lighting concepts

Live Events Technology Conference

20 April 2010

US\$ 195*

Live Events Technology Conference is the **premier conference** designed to provide a forum for audio visual, sound, light and entertainment professionals to examine the future of the live event technologies, analyze business trends and show-case innovative sound, music and staging solutions and technologies.

Key issues to be addressed:

- **Exploiting** current and future trends of booming live events activities and projects in the Middle East region
- **Building** best practices of integrating event solutions; real life examples
- **Assessing** the importance of Acoustic and Media Design work
- **Learning** about new event lighting concepts
- **Synchronizing** the elements of sound, video and lighting to create unforgettable live event experience

* includes complementary coffee breaks

Certified Education Courses and Manufacturers' Trainings at PALME

In conjunction with the 3 main conferences, there will be a comprehensive education programme conducted by leading institutions and industry professionals. The 2010 edition of the show will include more certified courses allowing you to build your knowledge on the latest technologies and techniques within the industry.

The featured conferences and training programmes for 2010 include:

CEDIA Education Programme*



Sunday 18th April

- Home Cinema Technologies
- Technology And Social Trends In Residential Integrated Systems
- The Client, The Designer and The Design Process

Monday 19th April

- Home Cinema Video Design
- TCP/IP For Integrators
- Designing Infrastructure for Ethernet

Tuesday 20th April

- Home Cinema Audio Design
- Audio and Video Setup and Calibration

Wednesday 21st April

- Home Cinema Design Workshop

**Paid courses; Members and non-members are invited to attend*

InfoComm Education Programme* *infoComm Academy*

Monday 19th April

- Calculating dB SPL
- Introduction to the Audio Coverage Uniformity (ACU) in Enclosed Listener Areas Standard
- Projection Brightness and Contrast
- Digital Signage Design Principles

**Paid courses; Members and non-members are invited to attend*

Manufacturers' Training Seminars

PMK International	Basic sound reinforcement design	Free to attend	17 – 18 April 2010
EXTRON	HDMI, Automated Systems; Audio Distribution Networks and more...	Free to attend	18 – 20 April 2010



PALME Middle East – Exhibition Features

Over 200 companies, representing more than 600 brands

- A spectacular laser show by LOBO Multimedia
- A fully automated working home on the show floor – “Smart Home” feature by Circuit
- Rewarding innovation and technical excellence covering 12 categories for AV, audio technology and lighting design at the PALME Awards (www.palme-awards.com)
- State-of-the-art AV Golf Simulator used by leading pros – first time ever display at any trade event in the region by Full Swing
- A unique business matching system through the Business Connect Programme
- Networking opportunities at the PALME Party and Networking Lounge.



Major Exhibitors at PALME Middle East 2010 include:

◆ 1takemedia.com ◆ ACE Marketing Inc. GuangZhou ◆ Acoustical Solutions. Inc. ◆ ADB-TTV ◆ Technologies S.A. ◆ AMC Baltic ◆ AMX-me FZCO ◆ AOTO ◆ Almoe AV Rentals ◆ Apart - Audioprof NV ◆ Ateis Middle East ◆ Audio PRO - Intent Media Ltd. ◆ AudiopackME FZCO ◆ AV Specialist ◆ Avers Screens Sp. Z o.o. ◆ AVI Electronics ◆ Avolites ◆ BAIHONG ◆ Bardl ◆ BBS ◆ Beijing Leyard Elect. Tech.Co. Ltd. ◆ BARCO ◆ BOB Professional Audio. Ltd ◆ CEDIA ◆ Centerlink Solutions ◆ Christie Digital Systems Inc. ◆ CIEC Overseas Exhibition Co. Ltd. ◆ Circuit UAE ◆ Columbus McKinnon Corp ◆ CREATOR ◆ Creator Corporation (China) ◆ Crystal Piano Trading ◆ Cyclops ◆ Da-Lite Screen ◆ Dinitel ◆ Doughy Engineering ◆ DSPPA ◆ Dubai Studio City ◆ East Int'l Exhibition Co.,Ltd ◆ Eieco-East Int'l. Exhb. Co. Ltd. ◆ Enping Shengyuan Elect. Co. Ltd. ◆ Equipson S.A. ◆ Even2 FZC ◆ EVI Audio ◆ Extron Electronics ◆ FBT ◆ Galtech ◆ Gemini Worldwide LLC ◆ Goboland ◆ Golden Sea Prof. Equip. Ltd. ◆ GSL Professional ◆ Guangzhou Aiweidy Lighting Acoustics Eq. Co., Ltd ◆ Gulf Commercial Group ◆ Spandex Dubai ◆ Herman Int. ◆ Hiddenwires ◆ Home Toys ◆ IBS Flight Cases ◆ ic audio GmbH ◆ InAVate (IML Group) ◆ Indoor Golf Company Ltd. ◆ Industrynetworks ◆ InfoComm Academy ◆ Jiayang Guangtai Lighting Co. Ltd. ◆ Laserworld (Switzerland) AG ◆ Lift turn Move ◆ Lighting Professional ◆ Links AV ◆ Listen Technologies GmbH ◆ Lobo Electronic GmbH ◆ Martin Professional ◆ Medialas ◆ Meyer Sound ◆ Mindstec ◆ Mitsubishi Electric Europe ◆ Module Décor ◆ Mondiale ◆ Neumann & Mueller ◆ NEXO ◆ Pixelrange ◆ Plasma Media Ltd. ◆ Pro Audio Middle East (Blank Canvas Publishing) ◆ Projection Design ◆ Prolyte ◆ Protec ◆ QSC Audio ◆ Rave Europe Newsletter ◆ Renkus Heinz ◆ Robe Lighting ◆ Roland Systems Group ◆ Rubber Box Co. Ltd. ◆ Sennheiser ◆ SES Entertainment Services Ltd. ◆ Shengzhou Haihang Import & Export CO, Ltd ◆ Show Tex Middle East FZC ◆ SINOLIGHT ◆ Sound & Stage Middle East ◆ Soundcraft Studer ◆ Syphaonline ◆ Systems Integration Asia - Spinworkz ◆ TAIDEN ◆ Tannoy Ltd. ◆ Technoprofile ◆ The Music Institute ◆ Thompson Trading ◆ Total Production ◆ Trade Link Media Pte Ltd. ◆ Trusstech ◆ Universal Champion Electroacoustic Technology Co. ◆ Unusual Rigging & Engineering ◆ Vello Light Co., Limited ◆ Venuetech (Eurotruss) ◆ Venuetech LLC ◆ VV & Sons ◆ Vision LED ◆ Weifa Trussing Co. Ltd. ◆ Wolfvision GmbH ◆ World AV Magazine ◆ X-Way ◆ Yamaha ◆ YASAI ◆ Ziogiorgio ◆

**For more information on booking one of the last few stands at the exhibition
or pre-registering your free visit to the show, please visit www.palme-middleeast.com**

Or contact:



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