

# The Africa Loudness summit appears at Mediatech 2013

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Asikhule, a business offering customised vendor certification and bespoke technical training, is proud to introduce the very first Africa Loudness summit. This will take place at Johannesburg's Coca-Cola Dome in July alongside Mediatech 2013, the continent's biggest broadcast technology show. Visitors in all sectors of broadcast and production, from financial decision makers to engineers and operators, will benefit greatly from this unique opportunity to attain expert advice and global experience in solving the loudness problem and dealing with loudness regulation.

Varying loudness levels have contributed significantly to customer, listener, viewer, artist and producer complaints in the broadcast industry. The conference aims to assist in understanding the problem and its solution in order to devise a strategy for organisations moving forward.

The world's leading loudness authority Florian Camerer (EBU PLOUD Chairman and EBU R128 co-author), will share Africa-relevant information and unravel what R128, the new standard to which audio programme content should now be mixed, means in practice. A number of international and local speakers will also be sharing their experience and shedding light on the regulated standardisation that has occurred in many countries already, and is on its way to Africa.

Day one of the conferences will involve an introduction to loudness along with practical guidelines on the African regulatory framework. Day two delivers a perspective on broadcast and production, while day three will conclude the event with vendor offerings and an open forum discussion.

Pre-registration is open for The Africa Loudness Summit at Mediatech Africa at [www.mediatech.co.za/The-Africa-Loudness-Summit.php](http://www.mediatech.co.za/The-Africa-Loudness-Summit.php). For more information contact Clive Todd on +27 (0) 82 501 1226 or email [clive@asikhule.com](mailto:clive@asikhule.com).

In an effort to keep the industry up to date with advances in international trends and standards, Mediatech will host a spread of educational workshops, training and speaker presentations. Don't miss out on the array of activities to enjoy, including: outdoor sound demos, live entertainment and over 800 brands represented by 125 exhibiting companies.

Register online at [www.mediatech.co.za](http://www.mediatech.co.za) before 7 July to avoid paying R50 at the door.



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