

PRESS RELEASE

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Digital Lifestyle Expo(tm) & Symposium Series to Teach DV, Audio, Web and HDTV

TUSTIN, Calif. - July 19, 2004 /Send2Press Newswire/ -- A new education and direct buying symposium series will show educators and the public how to harness the latest in digital technology. The program, called the Digital Lifestyle Expo will kick off in Long Beach August 14-15, with shows following in New York City September 25-26 and Atlanta November 13-14. The DLexpo(tm) is a "convergence program" that bridges the gap between low-cost professional equipment and solutions and individuals who never before could afford to utilize this type of equipment. DLexpo is presented by California Event Management.

All 2004 events will feature two-day symposiums and workshops and will introduce people to video editing, audio production, digital photography, web design and the all-important migration to HDTV. The program has special pricing and seminars for schools and educators, in addition to the general public programs. All presenters are outstanding professionals whose work is widely recognized in the digital media industry.

Instructors scheduled for 2004 series include:

- * David Pogue - New York Times Technology Editor and Macintosh Expert
- * Andy Ihnatko - Chicago Sun-Times Columnist
- * Hall Davidson - KOCE TV Technology Editor
- * David Barrett - Video Producer and Filmmaker
- * Bill LaCommare- creator of Movieworks
- * Colin Smith - Founder of Photoshop Café
- * Lynne LaMaster - Certified Adobe Trainer
- * Cameron Barrett - Video Producer and Editor
- * Josh Mellicker - Owner, DVcreators.net
- * Mike Lawrence - Technology Expert, Orange County Department of Education

The first show is at the Long Beach Convention Center (next door to the new Pike Shopping Center) with symposium presentations in the morning, workshops each afternoon and a hands-on expo running throughout. A special three and a half hour workshop on filmmaking with Final Cut Pro HD is open to the paying public on Friday, August 13. Renowned trainer Josh Mellicker of DVcreators.net will lead the workshop. Special workshops for schools and educators will also be offered, produced in conjunction with the Orange County Department of Education. The latest information on the program is available on the DLexpo website: <http://www.dlexpo.com>.

"This is a program that cuts through the noise of a thousand companies waving their hands in the air and is what attracted me to the DLexpo," said Cameron Barrett, video producer and former University professor who is organizing the educational offerings for DLexpo. "It's not another trade show with workshops going on in side rooms. It's a unique approach to getting the general public, already hungry for information and education about these tools, to find what they've been looking for."

The DLexpo is not a traditional trade show. It is designed to show people how digital products work and fit into their existing lifestyles. "The floor plan is designed to optimize traffic flow to all areas of the expo," says Chris Jacobson, Managing Partner of California Event Management, the producer of the program. "A central exhibitor demo stage and 'expert bar' are surrounded by pavilion exhibit areas for each of the featured segments of the expo."

Featured companies and products currently include:

- * Apple iLife, Final Cut Express, and Final Cut HD
- * Adobe Photoshop Elements, Photoshop and GoLive CS
- * Panasonic DV and 24p DV cameras
- * Nikon digital cameras
- * Movieworks multimedia software
- * Hoodman DV accessories
- * Epson printers
- * eZedia interactive authoring software
- * Samsung HDTV displays
- * ...and many other products.

For a complete list visit <http://www.dlexpo.com>.

The Digital Lifestyle Expo is a buying show, bringing together educators, consumers and experts eager to embrace the latest in digital technology, including video, photography, music, the Internet, wireless technologies and home entertainment. The DLexpo is also awarding thousands of dollars in prizes at each event, including editing hardware and software, an Apple iPod and other digital goodies. Held in multiple regional markets selected to deliver largely untapped groups of new buyers, DLexpo events allow users at all levels of experience to meet the manufacturers, test the latest products, and learn the secrets of the pros. For more information, access <http://www.dlexpo.com>.

California Event Management offers independent management, development, marketing, and consulting services to the trade show industry nationwide, and has produced and managed numerous events including the nationally acclaimed Gutenberg Festival and Clear Channel Radio's popular Yeah Baby! Family Expo. For more information, visit <http://www.calevents.com>.

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