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New digital photography event in London for consumers

A new digital photography event dedicated to consumers will be launched in London during June 2009. The show is called 'Exposure 09' and aims to attract the thousands of digital camera enthusiasts, who use DSLR models, through compacts and even mobile phone cameras.

Launched by JNJ Media, 'Exposure' will not only be the single major consumer event in the UK, but also, the only one to target all levels of digital photographers. Visitors will be able to see everything from the cameras that capture the images through to software and printers that are used to manipulate and present the photograph. The whole spectrum of manufacturers, service providers and retailers in the digital imaging market will be represented.

"The digital based technology markets are growing faster and greater than any of the analysts predicted", says John Foreman, Managing Director of JNJ Media. Foreman, continues, "All this growth and enthusiasm, but there's currently no single place in the UK for everyday enthusiasts to compare all the offerings first-hand, test the new equipment, talk to the experts and ultimately buy their chosen digital solution. Feedback from our research, suggests that consumers are hungry to learn more about the new technology and the online community only goes part way to satisfying this hunger. They need hands-on guidance and independent advice from experts. They need to feel, touch, play with, get to grips with and understand what they're buying."

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"The UK digital camera market is worth more than £1 billion and last year sold in excess of 23 million cameras. It's time that camera users and enthusiasts had a place where they can come to understand the latest technology and purchase it at competitive prices."

Exposure 09 is designed to provide inspiration, information and a practical experience for all digital camera users. Features include theatres where visitors can listen to the professionals, presentation stages where manufacturers talk about their new products, action arenas providing entertainment and opportunities for visitors to capture the moment, together with product test-drive areas and, of course, lots of buying opportunities!

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Notes for the editors:

- 1) Exposure 09 is scheduled to take place at London's Olympia, 26-28 June 2009.
- 2) Potential Visitors or Exhibitors can leave their contact details online at www.exposure09.com to be kept updated on the event as it builds.
- 3) For further information please contact JohnF@JNJ-Media.co.uk or telephone +44 7917 428462
- 4) JNJ Media Ltd is registered in London at 2 Blade Mews, Putney, London SW15 2NF