

# MERGING THE WORLDS OF Media



The media industries—radio & television broadcasting, film, communications, computing, video production and post-production—are converging at an astounding rate. These dynamics are affecting not only the way you do business, but also the products, services and equipment necessary to keep on top and stay competitive with the changing media environment.

By combining four leading expositions and educational programs from the National Association of Broadcasters (NAB), RTNDA, the Society of Broadcast Engineers (SBE) and the Society of Motion Picture and Television Engineers (SMPTE)—World Media Expo is the *one* place where you can keep up with the merging worlds of media.

- See new products and services for radio and television broadcasting, communications, film, entertainment, video production and post-production before NAB '96.
- Take an in-depth look at the trends and technologies that affect the way you do business and allow you to stay competitive and profitable.
- Save time and money by attending one comprehensive fall event!

## FREE SESSIONS!

### "Profiting From Technology in the '90s"

In two exciting FREE sessions for all World Media Expo attendees, Dr. John D. Abel, NAB's Executive Vice President of Operations, will show you, through entertaining demonstrations, how innovations like data broadcasting, the Internet, the World Wide Web, digital compression and other exciting opportunities made possible by digital technologies can impact your business and your bottom line.



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## FOR MORE INFORMATION CALL

**(800) 342-2460 OR (202) 775-4970**

CALL FAX-ON-DEMAND for immediate access to the most up-to-date convention, registration and conference program details—simply dial the numbers below from the touchtone handset of your fax machine and follow the voice instructions.

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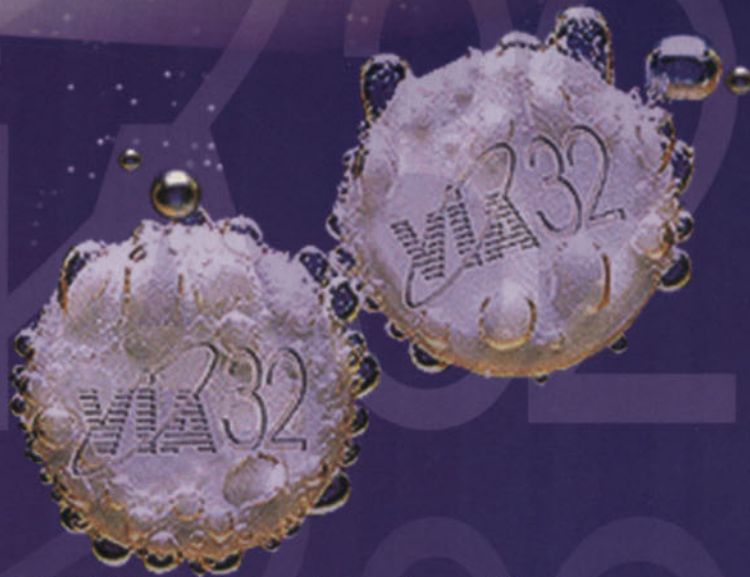


SEPTEMBER 6-9, 1995  
*Exhibits: September 7-9, 1995*  
 New Orleans Convention Center  
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