



**For Immediate Release With Photos**

*Editorial-Media Contact*

CJC Strategists

Charlé-John Cafiero

Tel: (212) 777-7654

pr@CJCstrategists.com

## **PDN PhotoPlus Names Inside Digital Photo Official Broadcast Partner For The 2007 International Conference + Expo In New York City**

*Excitement Generated For Attendees And Exhibitors With Live Radio & Video Coverage From The Javits Center Show Floor*

**NEW YORK, NY - PDN PhotoPlus International Conference + Expo - October 10<sup>th</sup>, 2007 - PhotoPlus Expo** today announced a partnership with **Inside Media Networks** and their popular program **Inside Digital Photo**. The *Inside Media Networks* program was named the official broadcast partner for *the* annual trade show – The PDN PhotoPlus International Conference + Expo runs from October 18-20 at the Jacob Javits Convention Center in New York City.



The partnership was based, in part, on the successful launch of *Inside Digital Photo - Radio / TV* - <http://www.insidedigitalphoto.com> at last year's *PhotoPlus Conference & Expo* <http://www.photoplusexpo.com>. Very positive audience feedback from last year's show prompted *Inside Media Networks* and *PhotoPlus* to work together developing interactive content through partnership for this year's show.

### **“Inside Digital Photo At PDN PhotoPlus International Conference + Expo LIVE”**

Hosted by industry insider Scott Shepard – one of the most respected technical experts in the converging arena of digital, online and broadcast media - *Inside Digital Photo* programs will bring exclusive audio and video content produced live with roving reports from the show floor, conferences, evening events, and industry luminaries discuss the hottest new products and technology exhibited at PhotoPlus. Hear interviews with top photographers sharing their tips and insight into the latest gear, accessories and photographic trends.



"We're pleased to bring our exhibitors and attendees the excitement of live radio and video coverage right from the show floor" states, Jeff McQuilkin, Show Director, PDN PhotoPlus Expo. "This is the hottest photography event of the year and we're delighted that our partnership with Inside Digital Photo will allow people all over the world to get in on all the excitement. This adds another dimension to our content and helps allow us to keep the show momentum long after the event is over".

### **Integrated Content Delivered to Targeted Media Communication Touchpoints**

Inside Digital Photo is the first and only program focused on the photography and digital imaging market that combines a broadcast radio show with the latest new media delivery formats. In-depth coverage features news, interviews and tips of the trade from leading experts, and more in a one-hour weekly show format. In addition to regular segments hosted by Scott Shepard, Inside Digital Photo will feature program content from various media and event partners throughout the run of the show including exhibitors, story ideas and relevant articles

and product reviews culled from participating manufacturers latest news as well as related content via its website. The weekly *Inside Digital Photo* radio program airs Saturday afternoons in key technology markets and is available via *ABC Starguide III* throughout the United States.

Online versions of the radio and video programs are made available after the broadcasts to a growing base of regular subscribers via RSS, YouTube, and Apple iTunes. Inside Digital Photo TV has a branded channel on YouTube at <http://www.youtube.com/InsideDigitalPhoto> and on iTunes at Inside Digital Photo Radio - <http://www.itunes.com/podcast?id=203423898> and Inside Digital Photo TV - <http://www.itunes.com/podcast?id=260614588>

### **About PhotoPlus**

PhotoPlus is the largest annual end user photography tradeshow and conference in the United States. Featuring over 300 exhibitors, 100,000 square feet of exhibits and galleries, and over 100 educational conference sessions, PhotoPlus has become the "must see" photography event for professional and advanced amateur photographers, designers, and studio owners looking to stay on the cutting edge of photography and digital imaging industry. Learn more about PhotoPlus at <http://www.photoplus.com>.

### **About Inside Digital Photo Radio/TV**

Inside Digital Photo encompasses a variety of radio and television programs geared towards digital photography enthusiasts and professionals. The only broadcast program specifically for the photo market and is also available free to subscribers, viewers, and listeners via Apple iTunes and other on-line and portable media outlets, includes the latest news, in-depth interviews, product reviews, live event coverage, and tips featuring special guests representing the industry's best photography and imaging experts. <http://www.insidedigitalphoto.com> or <http://www.insidedigitalphoto.com/inside-digital-photo-tv/>

### **About Inside Media Networks**

Inside Media Networks was formed with the goal of providing entrepreneurial content producers an integrated platform to launch their programs. The organization's founding executives specialize hands-on technical, content, distribution, sales and marketing experience in broadcast radio, television, publishing, and new media alternatives including audio and video "podcasts" formatted specifically for on-line and handheld distribution technologies. Leaders in developing original programs targeting technology markets with shows such as Inside Mac Radio and TV, whose online version was one of the first podcasts launched on Apple iTunes. <http://www.insidemedianetworks.com>

For editorial questions, please contact:  
Charlé-John Cafiero - *CJC Strategists* at  
(212) 777-7654 or E-Mail: [pr@CJCstrategists.com](mailto:pr@CJCstrategists.com) or  
Alexandra Gebhardt - *Inside Media Networks* at (908) 445-4166  
Email: [alex@insidemedianetworks.com](mailto:alex@insidemedianetworks.com)