

Philippine buyers on show floor cutting deals

Spotted in deep negotiation with Rose Lee, sales manager of ST Video-Film Technology (**booth 4B1-01**), yesterday was engineer Rodelio 'Yong' Ferrer of Glisaz Audio Video Corp of the Philippines.

Yong fell in love not with Rose but with Jimmy Jib. Although Jim-

my is pretty tall and heavy to bring home to Manila, Yong negotiated long and hard that Rose should send Jib to him rather than back to Shenzhen, China.

Glisaz is one of the top five TV equipment rental companies in the Philippines. The company also

offers studio and post-production services.

"We spend up to US\$300,000 a year renewing our equipment," said Yong, adding that he is here this year to look for studio lights, cameras and jibs.

BroadcastAsia for Yong is a happy hunting ground for TV equipment. He asked: "Why fly outside Asia when we have BroadcastAsia in Singapore?"

"I can find the equipment I want ... and I like the country pavilions. If I want some European equipment, I check out the Italian pavilion or some other pavilions from Europe. If I need competitively priced equipment, I can head to the China pavilion.

"The concept of group pavilions is really very good. It makes navigating the show much easier, especially for buyers with limited time."

Agreeing with Yong were two technical directors from ABS-CBN Corporation's TV Production Operations — Wilson I Banzales and Nemecio V Roque. They were also seen talking to vendors.



Glisaz Audio Video Corp's Rodelio 'Yong' Ferrer with ST Video-Film Technology's Rose Lee.



ABS-CBN Corporation's Nemecio V Roque (left) and Wilson I Banzales negotiating with XOR Media's Zheng Gao (extreme right).

Banzales said: "We're here to look for new TV equipment such as digital cameras, file-based workflow and storage systems."

As modern media workflows require huge storage space, they headed for XOR China (**booth 4K1-06**) to check out its

latest offerings.

On hand was Zheng Gao, the company's CEO, who personally pointed out the salient points of XOR Media's high-performance IT storage that can also be used as private Cloud data centre for broadcasters.

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