Broadcast Sri Lanka 2008 Conference And Exhibition

Digital transformation is heading your way, but are you ready to cope?” This was just one of the questions tackled at the Broadcast Sri Lanka 2008, the nation’s premier mass communications technology conference and exhibition, which was held at the BMICH, in conjunction with the Sumathi Awards.

The conference, which aimed at standardising migration pathways to digitalisation, presented an ideal environment for those involved in all aspects of television production, transmission, and reception to familiarise themselves with the salient points and solutions to the challenges met with the move from analogue to digital technology. Complementing it was its flagship exhibition that showcased advances in multimedia and professional industry equipment.

Dr D B Nihalsingha chaired the conference and the technical committee. Rukmin Wijemanne, Head of Studio Practices of the Asian Broadcast Union in Kuala Lumpur, the man who pioneered television engineering in Sri Lanka, delivered the keynote address. Rohan Perera, Director, Engineering – Rupavahini, Tharaka Mohotty, Director, Engineering – Sirasa, Ratna Kariyawasam, Head, IT & Post-Production, Swarnawahini, Rosmand Senarathne, Dr Hans Wijesuriya, and H Ranathunga, Director, Technical Telecommunications Regulatory Commission, were the resource persons.