

PC, gaming and tech expo locked on target

29 September to 1 October 2006 will see rAge, owned by Tide Media, in its fourth year of showcasing the most popular and cutting-edge computer and video games, technology, gadgets and products at The Coca-Cola Dome, Northgate. To date, the event has attracted year-on-year growth of 30% in both exhibitor and public attendance, and this year increased marketing activities include a national radio and TV campaign on 5FM and K-TV, and print campaign in *Popular Mechanics* and Tide Media's *NAG Magazine* and *SA Computer Magazine*, among others.

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