Cinema Conference Explores Future of Motion Pictures

By JOHN MERLI, DIGITAL VIDEO

The constantly evolving state of cinema — and how its technological, artistic and business components interact — will be considered in-depth by dozens of experts during the Future of Cinema Conference, April 22–23.

Exchange Takes The Long View On Trends

By EMILY REIGART, RADIO MAGAZINE

With one year under his belt, Pilot Executive Director John Clark is even more excited about the Digital Futures Exchange. He and his colleagues want to use the sessions to engage in discussions about how digital technologies will be incorporated into the industry.

The annual event, with this year’s theme “The Intersection of Technology, Art & Commerce in Cinema,” is being produced in partnership with the Society of Motion Picture & Cinema.
Go Beyond Definition
With Sony as your business partner

Enhance your productions and on-air look with Sony’s breakthroughs in Imaging, HDR and IP Live. Transform your workflow with our Applications and Cloud-based Solutions. We empower you to create stunning content and move it to every platform with an efficiency that goes beyond definition.

Let’s start the conversation at NAB.
Visit sony.com/NAB to learn about our new solutions, view our presentation schedule, download our Pro USA mobile app and enter for a chance to win a 4K camera and other pro gear.*

Beyond Definition

*NO PURCHASE OR PAYMENT NECESSARY. Pro USA App by Sony Electronics. Sweepstakes open to legal residents of 50 U.S./D.C. 18+ [Al and NE 19+] at time of entry, 04/01/17-04/30/17. See Official Rules, including odds, entry instructions, and odds of winning at www.sony.com/proUSA. Void in PR and where prohibited. Sponsor: Sony Electronics Inc., 16333 Via Espirito, CA 92032. © 2017 Sony Electronics Inc. All rights reserved. Reproduction in whole or in part without written permission is prohibited. Features and specifications are subject to change without notice. Sony and the Sony logo are trademarks of Sony.
3 CINEMA continued from 1

Television Engineers (SMPTE).

“...operation solely in theatrical settings,” Slavens said. “...the latest and greatest comes at you in the blink of an eye.”

Acclaimed visual effects supervisor Rob Legato, known for his work on “Titanic,” “Apollo 13” and “The Jungle Book,” will present the keynote for the conference on April 22.

One key segment that appears especially bright (both literally and figuratively) is display and projection technology, according to Jaclyn Pytlarz, an engineer at Dolby Laboratories’ Applied Vision Science Group. Over the next few years, she said, display technology will incorporate wider color primaries, higher frame rate and higher resolution — and actually begin to catch up with the limits of human perception.

“This new technology comes with the challenge of interoperability. How do we do what we have from the past and make it work for the future?” said Pytlarz. “One thing we can say for sure is we’re going to see something we’ve never seen before!”

Pytlarz is moderator for Saturday afternoon’s session “How You See It or How You Don’t: Better in Cinema.”

Filmmaker Jennifer Hall Lee, a moderator for Sunday morning’s “Is Cinephilia Dead or Is It Just Expanding... maintains that cinema still remains a storytelling art traditionally viewed in a shared setting. “This shared experience is part of the story because it changes us as people. We emerge from the theater as a group — having just experienced a film collectively. If we’re lucky, we can walk away with a line of dialogue or an image that stays with us...” she said.

Yet Lee does acknowledge a shift to a more singular viewing experience. “Moreover, we in the movie industry increasingly use the term ‘content.’ That formally changes the concept of cinema as ‘art’ and relates it to ‘data.’” However, being able to view a film at any time on any device expands its power. Cinema as an art is changing, but it remains to be seen if it’s dead, or just undergoing a large expansion,” said Lee.


Filmmaker Jennifer Hall Lee, a moderator for Sunday morning’s “Is Cinephilia Dead or Is It Just Expanding... maintains that cinema still remains a storytelling art traditionally viewed in a shared setting. “This shared experience is part of the story because it changes us as people. We emerge from the theater as a group — having just experienced a film collectively. If we’re lucky, we can walk away with a line of dialogue or an image that stays with us...” she said.

Yet Lee does acknowledge a shift to a more singular viewing experience. “Moreover, we in the movie industry increasingly use the term ‘content.’ That formally changes the concept of cinema as ‘art’ and relates it to ‘data.’” However, being able to view a film at any time on any device expands its power. Cinema as an art is changing, but it remains to be seen if it’s dead, or just undergoing a large expansion,” said Lee.

The Sunday afternoon session “How You See It or How You Don’t: Better in HDR?” examines the still-evolving technology behind high dynamic range. Moderator Patrick Griffis, SMPTE’s executive vice president and a vice president at Dolby Laboratories, says HDR is rapidly expanding with more than 300 Dolby Cinemas and state-of-the-art laser projection systems committed in the United States, Europe and Asia by theater chains. “AMC is now accelerating their deployments in the U.S., based on good consumer response,” Griffis said.

HDR also is used as a selling point for TV sets. “HDR theatrical releases are capable of nearly full Rec2020 color and 500 times the contrast ratio of conventional projection systems, through use of laser projection,” Griffis said, “...while TV color volumes can reach up to 10,000 nits peak white, but with a slightly reduced color palette compared to cinema today. The theatrical HDR grade is, thus, a great starting point for a home HDR master.”

Rob Legato

Echoing the century-old SMPTE itself, this year’s conference reflects “the new phase of cinema after 100 years of film,” said SMPTE Education Vice President Richard Welsh, the CEO of Sundog Media Toolkit, who will participate in Saturday afternoon’s “Movie Security: How You Steal It (and Then How You Stop Everyone in the Audience From Succeeding).”

Cover photo caption: Keynote speaker Rob Legato served as visual effects supervisor for “The Jungle Book.”
3 SHOW continued from 1 ion offerings.

Last year, more than 100,000 vis-

itors visited the Las Vegas Conven-
tion Center for NAB Show, and in

2017, nearly 1,800 companies will

exhibit across more than 1 million

square feet of exhibit space.

NAB Show has organized edu-
cational content around The M.E.T.
EffectSM, revamped conferences, in-

roduced new pavilions and stream-
lined forums.

An expanded lineup of Su-
per Sessions has been scheduled
exploring game-changing media
technologies, innovative sports and
entertainment concepts; emerging
business models and markets; and features
a track of sessions programmed by Google
at NAB Show.

The North Hall will host educational
conferences and tracks focusing primarily
on media and technology. Among the me-
dia-focused programs is the Business of
Broadcast, a four-day conference evolved
from the long-running Management Con-
ference. The sessions and speakers are
designed to give radio and television sta-
tions the big scoop on content delivery and
to offer practical suggestions in the areas of
finance, legal, policy, advertising, marketing,
podcasting and digital strategies and business
development.

In addition, the Online Video Conference,
produced in association with VideoNuze,
brings together media and entertainment
executives to discuss new online viewer
behaviors and streaming business models,
while the Digital Futures Exchange targets
the big scoop on content delivery and
enhances transparency.

Additional programs examining market
opportunities, trends and strategies include
the Media Technology Business Summit,
produced in association with Devcon, and
the Media Finance and Investor Pro-
gram, produced in association with Noble
Capital Markets, Google at NAB ShowSu-
pper Sessions; the Ad Innovation Lab; the
M.E.T. 360 Leaders Town Hall; and a Face-

book Live Video Bootcamp, produced by
Sports Video Group.

Technology-focused conferences and
tracks are also taking place in the North
Hall, which is a move from their traditional
South Hall location of past years. Technol-
yogy trends led NAB Show to introduce the
Next-Generation Media Technologies confer-
cence, tackling big trends in the entertainment
space, including cloud innovations, artificial
intelligence and augmented reality. Produced
in partnership with the Entertainment Tech-
nology Center at USC, the conference will
light spotlight-cutting-edge technologies shaping
the creation, distribution and consumption of
content. Other programs focusing primarily
on technology include an Amazon Alexa
Hackathon, the Satellite Technologies track
of sessions and the Broadcast Engineering
and IT Conference (BEITC).

Another technologically focused feature is
the new Global TV Tech Day, to be held Satur-
day, April 22, and open to all Show registra-
tion levels. Attendees will be given a preview of
the types of technologies emerging in the
Next Gen TV space. Presentations will in-
clude an overview of developing Next Gen
TV standards from the Inter-SDO Group, a
look at the Korean launch of ATSC 3.0 UHD
service, and an update on Consumer Technol-
yogy Association’s WAVE project, which is
attempting to narrow the focus on important
elements of OTT.

An offspring of the Broadcast Engineering
and IT Conference is BEITC ENGAGE!, a
series of interactive sessions that
will let attendees have in-depth
conversations with presenters for
a full 90 minutes on topics such as
IP-based facility design.

Entertainment-focused con-
fences and tracks are taking
place in the South Hall this
year. This is a big move for
PostProduction World (PPW),
which has been housed in the
North Hall in the past. Despite
its move it will feature several
workshops on corporate pro-
ductions, aerial photography and timelapse videos, in addi-
tion to the training and certification sessions.

Adjacent to PPW, the Creative Master
Series returns to provide a behind-the-scenes
look at how filmmakers and creative profes-
sionals are exploring new methods of story-
telling. Attendees will have the opportunity
to hear from executive producers, film edi-
tors and visual effect designers for some of
today’s biggest movies and shows, includ-
ing “Logan,” “Ghost in the Shell,” “Game of
Thrones.” It’s a session featuring the biggest
names in visual effects. The Future of
Cinema Conference, with is produced in as-
sociation with SMPTE and blends a look at
the technology and creative work in cinema,
remains housed in the South Hall.

New pavilions and returning attractions
are on the menu, too. One only has to see the
standing-room-only space at the well-attend-
ed Virtual & Augmented Reality Pavilion to
know that the technology has taken off.

A topic a little more ominous — namely
breaches in security — led NAB Show to
introduce a Cybersecurity and Content Pro-
tection Pavilion, located in the Central Hall,
which will offer insights on how to protect
valuable assets, programs, networks and
data from malicious activity.

The IP Showcase, in the North Hall, will
offer attendees a holistic view of industry
alignment, action and transformation thanks
to internet protocol technology. With lead-
ership from AEIS, AIMS, AMWA, EBU,
IABM, MNA, SMPTE and VSF, the industry
has developed this pavilion to help everyone
from broadcast/IT engineers to CEOs to
producers determine how they can best reap
the benefits of IP. This attraction features a full schedule
of must-see IP education ses-
sions within its IP Showcase
Theatre along with demon-
strations of new applications
and the latest interoperability
developments.

The North Hall is also
home to the Advanced Ad-
vantage, the new NextGen
TV Hub and the Facebook Live Video Solu-
tions Partner Pavilion.

What does new technolo-
gy in the automotive indus-
try mean to content produc-
ers and broadcasters? NAB and Ford have
 teamed up to feature the Connected Car
Hackathon, a fun and unique competition
in the North Hall where visitors can explore
how access to vehicle-generated data and
the increasing autonomous capabilities of
vehicles will affect the delivery of audio
and video inside the car.

NAB Show attendees can learn more
about The M.E.T. Effects during the Gen-
eral Session and through the Super Session
lineup, which will shine a spotlight on the
intersection of media, entertainment and
technology. In addition, “M.E.T. Talks” on
Wednesday, April 26, will feature top me-
dia and entertainment innovators delivering
keynotes TED-talk-style, sharing their ca-
reer journeys and visions for the media
and entertainment future.

On Jan. 23, 2017, Ajit Pai was named
Chairman of the Federal Communications
Commission. Since then, he has moved for-
ward quickly on issues of particular
importance to broadcasters, as well as
numerous process reforms designed to
enhance agency transparency.

The address is expected to provide
insight into the FCC’s policy and regulatory
objectives related to broadcasting,
technology and communications law and
regulation.

Please join Chairman Pai for his first NAB address as chairman. This session is
open to all registered attendees.

FCC Chairman’s Keynote

TuESdAy, ApRil 25
9-10 A.M.

On Jan. 23, 2017, Ajit Pai was named
Chairman of the Federal Communications
Commission. Since then, he has moved for-
ward quickly on issues of particular
importance to broadcasters, as well as
numerous process reforms designed to
enhance agency transparency.

The address is expected to provide
insight into the FCC’s policy and regulatory
objectives related to broadcasting,
technology and communications law and
regulation.

Please join Chairman Pai for his first NAB address as chairman. This session is
open to all registered attendees.

Drones were a draw for visitors on the 2016 exhibit floor.

An attendee tests a camera at the 2016 NAB Show.

Square Box Systems is displaying Worker 7, a new workflow automation solution for CatDV MAM deployments. With full support for Linux in addition to Windows and Mac environments, Worker 7 makes CatDV a compelling option for large-scale enterprise users that need to manage huge volumes of assets in virtualized or cloud environments.

The CatDV Enterprise Server 7 now provides more support for web and intranet deployments, with features including a new live logger, frame-accurate video playback, dynamic sub-clip trimming and download, and sharing of groups of clips.

In addition, CatDV’s new Web 2.2 brings views to life with derived values and colored metadata highlighting — great for review, online or archived status. A range of addi-
tional organization tools also are provided. These include creation and renaming of

catalogs, moving assets and new drag-and-drop capabilities.

What does new technolo-
gy in the automotive indus-
try mean to content produc-
ers and broadcasters? NAB and Ford have
teammed up to feature the Connected Car
Hackathon, a fun and unique competition
in the North Hall where visitors can explore
how access to vehicle-generated data and
the increasing autonomous capabilities of
vehicles will affect the delivery of audio
and video inside the car.

NAB Show attendees can learn more
about The M.E.T. Effects during the Gen-
eral Session and through the Super Session
lineup, which will shine a spotlight on the
intersection of media, entertainment and
technology. In addition, “M.E.T. Talks” on
Wednesday, April 26, will feature top me-
dia and entertainment innovators delivering
keynotes TED-talk-style, sharing their ca-
reer journeys and visions for the media
and entertainment future.

On Jan. 23, 2017, Ajit Pai was named
Chairman of the Federal Communications
Commission. Since then, he has moved for-
ward quickly on issues of particular
importance to broadcasters, as well as
numerous process reforms designed to
enhance agency transparency.

The address is expected to provide
insight into the FCC’s policy and regulatory
objectives related to broadcasting,
technology and communications law and
regulation.

Please join Chairman Pai for his first NAB address as chairman. This session is
open to all registered attendees.
The new Blackmagic URSA Mini Pro is the first true digital camera that’s combined with the features and controls of a broadcast camera.

The new URSA Mini Pro is a true digital film camera with a 4.6K image sensor, 15 stops of dynamic range and a wide color gamut that delivers amazingly rich skin tones, natural color response and incredible detail. You also get built-in ND filters, dual C-Fast and SD card recorders, an interchangeable lens mount and more! URSA Mini Pro works in both film and video modes, so it’s perfect for digital film or broadcast use all while delivering better image quality!

Blackmagic URSA Mini Pro $5,995
Includes DaVinci Resolve 12 Studio for editing and color correction.

Viewfinder, lens and accessories shown, can be purchased separately.

Learn More!

www.blackmagicdesign.com

Booth # SL216
Popular media personalities and former co-hosts of ABC’s “Good Morning America” David Hartman and Joan Lunden will receive the NAB Distinguished Service Award during the 2017 NAB Show in Las Vegas. The duo will accept their awards at the NAB Show Opening on Monday, April 24.

Maria Elena Salinas, co-anchor of “Noticiero Univision” with Jorge Ramos, will join the ranks of TV legends when she is inducted into the NAB Broadcasting Hall of Fame during the Television Luncheon, Monday, April 24.

Best known for her role as Betty Suarez on ABC’s comedy “Ugly Betty,” award-winning actress America Ferrera will receive the 2017 NAB Television Chairman’s Award during the Television Luncheon, Monday, April 24.

Nationally syndicated radio personality Delilah will be inducted into the NAB Broadcasting Hall of Fame during the Radio Luncheon on Tuesday, April 25. With more than 8 million weekly listeners on approximately 160 stations across the country, she is the most-listened-to woman on radio in the United States.

John Lyons, assistant vice president/director of broadcast communications, The Durst Organization, and John Kean, senior engineer with Cavell Mertz & Associates, have been named the 2017 recipients of the NAB Engineering Achievement Awards.

Catherine Badalamente, vice president of digital media for the Graham Media Group, will receive the Digital Leadership Award. Lyons, Kean and Badalamente will be honored at the NAB Technology Luncheon on Wednesday, April 26.

PHOTO CREDITS:
1. Photo courtesy of ABC
2. Photo courtesy of David Hartman
3. Photo courtesy of Joan Lunden
4. Photo courtesy of America Ferrera
5. Photo courtesy of Delilah
6. Photo courtesy of John Lyons
7. Photo courtesy of John Kean
8. Photo courtesy of Catherine Badalamente

HONORS!

EXHIBITOR NEWS
PRONOLOGY
BOOTH SI1107
Pronology is introducing Screener, a multichannel, file-based production screening device that records universally playable MP4 files. Aimed at content producers working in studio, mobile, sporting and a variety of other environments, Screener replaces legacy DVD recorders and offers additional features useful for modern production.

It allows HD-SDI playback in multiple resolutions and extraction of timecode-specific clips. Screener enables users to copy clips to network storage paths and removable storage devices, primarily USB 3 thumb drives. Other features include mobile device support and HD or SD input options; and it allows operators to internally add burn-in timecode from an external LTC source.

Screener also can visually watermark with text or graphics, record a timecode overlay and run on a standard PC or other off-the-shelf hardware. It offers multiple channels per installation.

EXHIBITOR NEWS
WORLDCAST SYSTEMS
BOOTH NO254
WorldCast Systems is rolling out a self-contained, solar-powered FM retransmitter. Solar FM offers hybrid AC power-up, but can broadcast up to 10 hours on solar power alone.

Designed for areas with limited electrical infrastructure or for temporary installations, the Solar FM retransmitter can receive audio from a number of sources such as its built-in satellite and FM receivers or analog and AES inputs. A dedicated smartphone app provides full configuration capabilities and also enables daily scheduling of operations to make best use of solar power when available, and rely on the AC connection when not.

Versatile, easy to mount and resilient when operating in difficult environments, it is supplied as a turnkey system with solar panel, FM antennas, satellite dish or antenna and the FM transmitter. A NiMH battery and built-in smart battery management system help keep a broadcaster on air.

PHOTO CREDITS:
- Photo credit: Andrew Eccles

Single tickets to Award Luncheons can be purchased.
There's no Emotion like Live.

Bringing more drama, excitement and creativity to live sports.

Live sports and event television are collective experiences. Consumers want to engage with an emotional journey before, during and after a live event and want media companies to provide the means to do it. If you want to make more dynamic live TV, save money and make the complex simple, talk to SAM.
After the initial welcome and keynote, a panel moderated by Kantar Media Vice President and General Manager Steve Passwater will discuss “Digital Political Spending and the Winds of Change.” DSpolitical Chief Technology Officer Mark Jablonowski and Deep Root Analytics CEO Brent McGoldrick will give insights into the long-term strategies for how political campaigns will allocate their ad dollars and how these changes may affect local media in future elections.

Next, Newconomics President and media analyst Ken Doctor will explore “Emerging Models for Local News.” He will explore which journalistic experiments appear to be working and what the future of newsrooms may look like. Virtual and augmented reality may be coming to a newsroom near you. “The Outlook for 360/VR/AR in Local Markets” will help broadcasters understand these new technologies and their potential journalistic and revenue applications. Insights will be provided by producer and consultant Caitlin Burns; The VR Fund co-founder and General Partner Marco DeMiroz; Experius VR Head of Partnerships and Venture Partner Michael Orso; Chief Innovation Officer for Automated Insights Joe Procopio; and Google News Lab Training and Development Manager Nicholas Whitaker.

Aimed at radio and TV broadcasters, the D*AP4 VAP EDITION balances the need for EQ correction and compression with the requirement for natural sound. The unit includes Junger Audio’s proprietary Spectral Signature dynamic EQ, a tool that offers automatic and dynamic EQ control to balance spectral differences. According to Junger, by analyzing incoming audio and comparing its processing algorithms with individually predetermined voice “fingerprint,” the unit can automatically apply dynamic EQ corrections to give a consistent sound. Junger Audio’s D*AP4 product range incorporates adaptive processing algorithms and also uses the Ember+ remote protocol to integrate with playlist automation systems and logging and monitoring processes.

The way we process and deliver video is changing forever.

Uncompressed video over IP is a reality. Delivering amazing OTT video experiences is a business necessity. The rollout of ATSC 3.0 is gaining momentum. And media processing is moving to the cloud. Harmonic’s innovative solutions power your migration to all of these next-generation video technologies.

See all of our latest solutions at NAB 2017, booth #SU1210.
Super Session Lineup Meets The M.E.T. Effect™

Super Sessions

Media, sports and technology, oh my! No matter where you find yourself on the floor of the Las Vegas Convention Center this year for NAB Show, the program is full of panels and Super Sessions that will address many of the hot button issues in the industry—from UHD to live streaming of sports. Here’s a quick peek at what will be available.

MEDIA

CONTENT AT THE CENTER OF MEDIA TRANSFORMATION
April 24, 2-3 p.m.

Consumers have a number of different ways to watch TV nowadays, so what is the best way to market them in this brave new world? This panel, moderated by Cable & Telecommunications Association for Marketing President Vicki Lims, will debate the challenges, share insights into engaging with connected consumers and define success as the media landscapes transform around them.

VIDEO PLATFORMS OF THE FUTURE
April 25, 4:15-5 p.m.

A panel of content experts that includes Dwayne Benefield of Sony Interactive Entertainment America, Mashable Founder and CEO Pete Cashmore, Bleacher Report’s Rich Calacci and Steve Shannon from Roku will discuss the next frontier of video content production, distribution and consumption.

ENTERTAINMENT

MAKING IT IN THE MAJOR LEAGUES: HOW A VIRAL VIDEO ON FUNNY OR DIE BECAME THE IFC SERIES ‘BROCKMIRE’
April 24, 3-4:15 p.m.

Join Hank Azaria, executive producer and star of IFC’s “Brockmire,” with co-star Amanda Peet and IFC President Jennifer Caserta as they discuss the making of the critically acclaimed new series.

㎝THE REAL STORY: A TAKE ON SYNDICATED ENTERTAINMENT NEWS WITH FOX TV’S FRANK CICHA AND TMZ’S HARVEY LEVIN
April 24, 3:30-4 p.m.

Get the real story behind the FOX TV/TMZ relationship from two executives who helped create it. Hear how TMZ evolved from a web brand about celebrities into a syndicated entertainment property and how the show’s debut on FOX stations pushed boundaries and presented an influential new format.

㎝CELEBRITY EXECUTIVE OFFICERS: HOW THESE CEOS MANAGE REALITY
April 24, 4:15-5 p.m.

Larry King will interview entrepreneurs and corporate CEOs who have transitioned their business successes into hit television series.

㎝THE INTRIGUING TALE OF AMAZON PRIME VIDEO’S “THE MAN IN THE HIGH CASTLE”
April 25, 2:15-3:15 p.m.

Executive producer Daniel Percival and cast member Joel de la Fuente (as Chief Inspector Kido) will discuss the production of “The Man in the High Castle” and what made it such a successful OTT series that is changing the television landscape.

㎝THE FORCE RETURNS: ‘ROGUE ONE: A STAR WARS STORY’ SUPER SESSION
April 26, 2-3 p.m.

See some great behind-the-scenes footage and hear how sound and visual effects teams worked together to produce another box-office hit for Lucasfilm.

㎝TECHNOLOGY

ULTRA HD BROADCASTING COMES OF AGE
April 24, 10:20-11:30 a.m.

UHD continues to be a topic of much conversation in the TV industry and Arlen Communication’s Gary Arlen will lead a panel discussing new developments. Hanno Basse of 20th Century Fox Film Corp., Madeleine Noland from LG Electronics and Capitol Broadcasting Co.’s Pete Sockett will discuss HDR, UHD consumer displays and early deployments of UHD over ATSC 3.0.

㎝NEXT GENERATION IMAGE MAKING – TAKING CONTENT CREATION TO NEW PLACES
April 25, 10:30-11:30 a.m.

It’s an exciting time for image making with the emergence of light field, volumetric capture, computational photography and generative imaging technologies attempting to blur the line between live action and computer-generated imaging. Gavin Miller of Adobe, Andrew Shulkind from Technologist, Jon Karaffin of Light Field Lab Inc. and Steve Sullivan from Microsoft will pair up to share the science behind these new developments.

㎝REACHING FOR THE STARS: CONNECTING TO THE FUTURE WITH NASA AND HOLLYWOOD
April 26, 10:30-11:30 a.m.

NASA and Hollywood continue to serve as an inspiration to one another, and a panel of scientists and filmmakers will be on hand to explore just how these collaborations continue to result in new and exciting outcomes.

㎝SPORTS MEDIA AND ENTERTAINMENT

A NEW ERA OF LIVE ENTERTAINMENT STREAMING
April 24, 12-12:45 p.m.

Speakers who include Steve Hellmuth of NBA Entertainment, Dan Reed of Facebook, Chris Wagner of NeuLion and Brian Atlas of ETN Media Inc. will touch on how the way people watch live events is changing with the emergence of streaming technologies; the capabilities of streaming video providers; and some of the advantages for brands and content rights holders.

㎝THE NBA’S GOLDEN AGE OF INNOVATION
April 25, 11:30-12:15 p.m.

NAB Show attendees can take to the court with NBA Deputy Commissioner and COO Mark Tatum as he delves into how the league is driven by new forms of content creation and distribution, including VR and OTT services.
Welcome to Broadcast 3.0

Broadcast 3.0 is based on the cornerstones of IP transport, software-defined processing, orchestration and seamless control of network resources, and automated workflows. This 3rd generation of broadcast infrastructure solutions raises production capabilities to a new level, enabling more efficient utilization of resources and smarter content creation.
Facebook and Twitter have been two of the biggest companies jumping into the sports broadcasting world, providing more screens and more choices for viewers. But how can sports properties and broadcasters leverage innovation and technology to satisfy the next generation of sports fans? Turner Sports’ Craig Barry, along with Todd Goldstein of AEG, Keith Wachtel from the NHL and Chris Granger of the Sacramento Kings will discuss.

GOOGLE AT NAB SHOW

GOOGLE AT NAB SHOW: VR VIDEO — BUILDING A BETTER MOUSETRAP FOR CREATORS
April 25, 2:30–3 p.m.

In this session, Matt Apfel, director of VR Video at Google, and Julina Tatlock, founder and CEO of 30 Ninjas, will share their adventures in producing some of the most popular VR video experiences to date, and the hurdles and opportunities VR video holds for creators.

GOOGLE AT NAB SHOW: THE ALGORITHMS THAT POWER WEB VIDEO
April 25, 2:30–3:15 p.m.

Listen to an open conversation between Netflix and Google about the future of internet video with regard to advanced video algorithms for compression and quality measurement. Topics will include Netflix and Google business motivations for algorithm research, the Alliance for Open Media, VMAF and VP9.

GOOGLE AT NAB SHOW: MEDIA INNOVATIONS — BRIDGING THE GAP BETWEEN LINEAR TV AND DIGITAL
April 25, 3:45–4:30 p.m.

Google’s Shane Peros, managing director of Global Broadcast, Media and Entertainment Partnerships, will lead a discussion with some of TV’s brightest CTOs and business leaders on how to best capitalize on the opportunity afforded by digital technology.

INTEL PRESENTS: THERE’S REVOLUTION IN THE AIR — HOW TECHNOLOGY IS TRANSFORMING MEDIA, ENTERTAINMENT AND BROADCASTING
April 24, 11:30 a.m.–12:20 p.m.

The entertainment industry could look very different in the near future with the emergence of mobile technology, virtual reality and other immersive technologies. Intel is sponsoring a panel led by its own Jim Blakley, with Carnegie Mellon University Professor David Andersen, Dave Ward from Cisco Systems and A.R. Rahman, to look at how technology will change how content is created and distributed.

NEWTEK PRESENTS BROADCAST MINDS: "THE POWER TO SEE AHEAD"
April 24, 4:30–5:30 p.m.

Sponsored by Newtek, Jim Louderback of Wochit is set to lead a session on current trends in video and what opportunities lay ahead.

CISCO PRESENTS: THE NAKED TRUTH ABOUT MEDIA PRODUCTION IN AN IT STACK
April 25, 11:30 a.m.–12:30 p.m.

Jim Blakley and Dave Ward pull double duty at the show, this time joined by Andrew Lippman from M.I.T. Media, for an examination of the common IT infrastructure that the broadcast media industry is heading for.

HUAWEI PRESENTS: ACCELERATE UHD EXPERIENCE ADOPTION
April 26, 12–1 p.m.

While UHD technology is making strides, there are still a number of elements — from consumers to its application — holding it up. Huawei is sponsoring this panel for a deeper look at how to continue to move UHD forward.

**Everything Has Changed**

Rufus Sewell in “The Man in the High Castle.” Credit: Liane Hentscher/Amazon Prime Video.

“Innovating at the *SPEED* of live video

Visit the TVU team at NAB 2017, Booth #C3739 for live demos!”

---

Visit the TVU team at NAB 2017, Booth #C3739 for live demos!
As transaction work gets underway following the historic FCC incentive auction, the National Association of Tower Erectors seeks to raise awareness of safety resources it offers to the industry.

“It is paramount that the wireless carriers and broadcasters involved hire only qualified contractors that are experienced and equipped to conduct the repacking work in a safe and quality manner,” the association stated.

NATE is a not-for-profit association that seeks to provide a unified voice for tower erection, service and maintenance companies. It offers resources that can help ensure that safety remains the top priority as work commences on both broadcast and cellular towers.

For example, the new ANSI/ASSE A10.48 Standard is available for purchase; NATE says this is the first comprehensive standard encompassing the entire tower construction, service and maintenance industry. It provides criteria for safety practices in the construction, demolition, modification and maintenance of communications structures.

At NAB Show, vMix is showcasing vMix 19 for the first time and demonstrating a remote guest feature, vMix Call. This allows vMix to accept up to eight live callers into a production. vMix handles all of the video and audio mix-minus automatically so that anyone can create their own live talk show without audio echoes.

vMix 19’s other features include instant replay, 4K, PTZ control and IP connectivity. vMix takes advantage of the latest GPU technology to create a powerful and stable production environment that allows you to scale your workflow easily. Through Newtek’s NDI protocol, vMix supports IP connectivity for video transfer over a local network.

Panasonic goes beyond storage to deliver the high-performance experience you demand for critical media and entertainment workflows. From visual effect rendering, to editing, to active archiving, Panasonic ActiveStor with DirectFlow for Mac delivers the performance advantage that allows you to focus on your craft and not the storage.

- Eliminate the offline process
- Scale bandwidth and capacity effortlessly for larger 4K, HDR and VR projects
- Experience virtually unlimited workgroup editing from an easily managed single global namespace

Panasonic. Beyond Storage.
Media Technology Business Summit Analyzes Strategic Industry Trends

By SARV KREINDLER

For the sixth year in a row, NAB Show offers the Media Technology Business Summit, a half-day conference that examines the business of media from the perspective of all levels of the media value chain including IP, CE, broadcast CTOs and CFOs. Presented in partnership with research firm Devoncroft Partners, the Summit, held Sunday, April 23, is open to all NAB Show registrants.

“Our objective is for the Summit to create a forum of exchange between [technology suppliers, technology end-users and institutional investors/financial professionals], while also serving as a thought-provoking kickoff for the show,” explained Joshua Stinehour, principal analyst at Devoncroft.

The conference will begin with two sessions offering a summary of the latest research from Devoncroft’s Big Broadcast Survey, the largest demand-side study of the global media industry. The sessions will provide an analysis of strategic industry trends and developments affecting media technology sector participants and focus on the state of the broadcast and media technology industry in 2017, including key customer investment areas.

The Summit will then feature five executive panels of broadcaster CTOs, broadcast CEO, technology vendor CEOs, service provider executives and IT executives representing the full technology stack of suppliers.

The session “The Vendor C-Suite: Strategies for an Evolving Market” will feature a panel of executives at leading technology vendors, including Ross Video CEO David Ross and Belden President and CEO John Stropp, who will offer views on the most important commercial issues facing the industry. Specific topics will include the business challenges and opportunities associated with next-generation technology investments (such as 4K/UHD, IP infrastructure and cloud); evolving revenue models associated with virtualized technologies; and merger and acquisition activity for both the vendor and technology end-user.

“The idea for this panel is to give the audience the view of the executive who’s paying for the big booth,” said Stinehour.

The session “Leveraging Hyperscale IT Infrastructure for Next-Generation Media Workflows” will feature a panel of executives from IT vendors, including Cisco Systems’ Engineering Chief Technology Officer and Chief Architect Dave Ward and IBM Chief Technology Officer of Global Media and Entertainment Peter Guglielmino. These experts will offer the IT community perspective on developments in the media sector and share opinions on the implications of broader technology advancements. In particular, the discussion will focus on the role of the IT vendor in the ongoing transition to take advantage of technologies such as IP and virtualization. The session will be moderated by Al Kovalick, founder of Media Systems Consulting.

The following panel, “Service Provider C-Suite: Perspectives on the Future of Media Technology,” will feature Akamai Executive Vice President and Chief Strategy Officer Bill Whealen along with other executives from leading media service providers who will discuss views on both technology developments and deployment considerations for media organizations.

In particular, the panel will focus on key considerations for technology solutions for multiplatform content delivery and monetization. Additional topics will include perspectives on next-generation technologies and strategies for greater outsourcing of technology infrastructure.

A panel of technology decision makers at leading broadcasters — including Executive Vice President and Chief Strategy Officer Bill Whealen along with other executives from leading media service providers who will discuss views on both technology developments and deployment considerations for media organizations.

The final panel of the conference is new for this year and a chance for attendees to hear from the chief financial officers of three major broadcasters.

“The Broadcast C-Suite: The Opinion of Financial Decision-Makers” will feature panelists Joe Dorrego, executive vice president/chief financial officer of Fox Television Stations; Michael Tuvell, senior vice president/chief financial officer of Tribune Media; and Lucy Rutisshauser, senior vice president/chief financial officer of Sinclair Broadcast Group.

“This is an opportunity to hear from the people who are making the financial decisions about what’s going on in their companies,” said Stinehour. “I can’t think of anything better to be doing on the Sunday of the show.”

“NAB Show is a technology show; and technology exists to support the business model of the customers. As it has evolved, the tech has to evolve, and there are lots of questions other than engineering questions that need to be answered,” Stinehour said.

“This Summit is all about bringing the executive communities into one place as a forum to focus in on the business issues that are impacting the technology and purchasing sectors and to help separate the hype from reality.”

EXHIBITOR NEWS

ARTEL

360 SYSTEMS

FILECATALYST

The FiberLink 3500 Series transmits 4K/UHD video at up to 60 frames per second one way. Supporting nearly every type of video, audio and data signal, FiberLink products are suitable for broadcast or corporate studios, OB vans, point-of-view cameras, rental and staging, auditoriums, stadiums and theaters, transportation hubs, distance learning and more.

The InfinityLink platform provides transport of video, audio and data over IP- and fiber-based networks for 3G/HD-SDI, DVB-ASI and Ethernet. It is suitable for broadcast, sports, higher education, government and related applications.

The IP- and fiber-based InfinityLink IL6000 is a 1RU, four-slot chassis with active routing and SNMP management system.

Direct 3.7 has taken object storage integration to the next level by providing a file system style interface for object storage, while providing multi-gigabit transfer speeds.

FileCatalyst 360 Systems is introducing its first video-over-IP solution. The TSS IP-2200 video server offers two broadcast-quality channels that record or play video over IP. Initial release will support SMPTE 2022, with field-upgradability to SMPTE 2110 soon after it is ratified.

This addition to the TSS line of video servers gives customers the flexibility for easily navigating from SDI to IP, without the learning curve or guesswork. In addition, current customers purchasing the TSS IP-2100 or 2200 will be able to convert to the TSS IP 2200 version in the future.
A smarter platform for digital media

Verizon Digital Media Services owns the world’s leading digital media platform to prepare, deliver, display and monetize content for OTT and TV Everywhere distribution.

Combined with our global content delivery network, comprehensive monitoring & compliance capabilities and intelligent video workflows, our platform powers the leading services and apps for the world’s largest broadcasters from end to end:

- Simplified workflow
- Quality & scale
- Monitoring & compliance
- Profitable viewer experiences
- Personalization & insights

for the smarter platform from content to experience.

See how we are changing the way the world watches.

Booth SU3605
verizondigitalmedia.com/nab-2017

©2017 Verizon Digital Media Services | info@verizondigitalmedia.com | 1.877.334.3236 | verizondigitalmedia.com
EXHIBITOR NEWS

WEDEL SOFTWARE

Wedel Software has added new functionality to its MediaSales Quote application — digital contract signing.

Wedel explains that, thanks to this new module, MediaSales Quote lets sales teams add a signature to their device and immediately send a confirmation message to both the customer and their team, while automatically updating the customer file. With digital contract signing, users no longer have to deal with paper contracts and immediately have their documents in digital format.

EXHIBITOR NEWS

FREZZI

Frezzi says its new Frezzi SunLight features LED with 575 W HMI output and direct focusing, and that it is lightweight and field-friendly.

Using the 93 CRI 5500 K broadcast-quality LEDs and internal reflectors, the SunLight captures 100 percent of the usable LED light. In addition, the beam pattern is adjustable with a directional focusing control from its native 20-degree spot to a flood.

With the SunLight, there is always enough output for applications where HMIIs are typically required, but without the harmful UV emissions, external heavy ballasts, dangerous heat or expensive and fragile HMI lamps and inability to run on DC.

The Frezzi SunLight can operate on AC or DC with HD broadcast camera batteries giving a run time of 45 minutes. It’s rugged, fully weatherproof with a range of accessories and 100-percent dimmable for the ultimate in portable high-output field lighting.

EXHIBITOR NEWS

AMAGI

Amagi STORM ad insertion solution is now available on the Intel platform and supports multiple interfaces (IP, SDI and ASI), multiple feed formats (SD/HD), multiple insertion formats (video, full-screen graphics, scrolls and tickers), as well as multiple channels on the same device.

STORM also supports standard replacement triggers such as SCTE-35, Packet 31, DTMF cue tones and Amagi Watermark. The platform is compatible with cloud-based ad insertion and replacement content transported over satellite trickle bandwidth. TV networks using STORM have full control of frame-accurate ad insertions, and can manage and monitor the entire workflow through a web-based UI.

Amagi CLOUDPORT 3.0 offers a comprehensive new scheduling feature that helps to create frame-accurate presentation schedules from scratch, stitching together programming content, commercials, static and dynamic graphics, squeeze breaks, event triggers and live event integrations. The scheduling feature makes CLOUDPORT 3.0 a solution for end-to-end creation of linear TV channels for broadcasters and OTT platform providers.

EXHIBITOR NEWS

MATROX

The new captioning functionality for live internet programming of the Monarch HDX system will be among Matrox’s demonstrations at its booth, along with its range of H.264 streaming and recording devices.

The Monarch HDX is Matrox’s dual-channel encoder that is capable of retrieving closed-caption data from the SDI VANC. The caption-enhanced H.264 media can then be streamed to video hosting platforms, media servers or content delivery networks; MOV/MP4 files recorded with Monarch HDX preserve captions can be included in video-on-demand or archiving workflows.

NAB Show to Feature New Global TV Tech Day

NAB Show will feature Global TV Tech Day, a new day-long program that explores emerging media technologies from the perspective of the world’s leading media standards development organizations, industry forums and key implementers. Produced by PILOT and open to all attendees, Global TV Tech Day will take place Saturday, April 22.

Global TV Tech Day Session Schedule

9–10:30 a.m.
AN OVERVIEW OF TODAY’S EMERGING TECHNOLOGIES

10:45 a.m.–12:15 p.m.
THE MPEG ROADMAP TO THE IMMERSIVE AGE

1:15–2:45 p.m.
ULTRA HD FORUM MASTER-CLASS: 2017 — THE YEAR OF HDR’S LAUNCH

3–3:45 p.m.
KOREA’S LAUNCH OF ATSC 3.0

4–5 p.m.
STANDARDS FOR GLOBAL OTT VIDEO: THE WAVE PROJECT

Stay one step ahead with Shutterstock.

Talk to us about what’s new and what’s next in footage and music.

Visit us at booth C3327

shutterstock
BETTER TRANSPORT FOR YOUR CONTENT

Running transparently on all types of IT infrastructures (on premises, hybrid & cloud), the Aspera Transfer Platform — including our patented high-speed file transfer technology, our workflow orchestration solution and our award-winning live streaming capabilities — is redefining content viewing experiences everywhere.

Experience it at **NAB 2017**
**Booth #SL8124**

Learn more at [asperasoft.com](http://asperasoft.com)

---

DELIVERY. AUTOMATION. SECOND SCREEN. CLOUD. COLLABORATION. HYBRID. SPEED. SCALE. SECURITY. WORKFLOW. DPP. TRANSPORT. INTEGRATION. DISTRIBUTION. ON-PREMISE. SYNC.

www.asperasoft.com
moving the world’s data at maximum speed

©2017 Aspera, an IBM company. All rights reserved.
Pavilions Expand Show Floor Offerings

Attendees to the Show Floor will find a number of business- and technology-focused pavilions with more exhibitors and some session offerings to add to their learning opportunities. Four pavilions are new to the show this year.

CONNECTED MEDIA IP
Multiscreen Delivery | Discovery | Engagement

CONNECTED MEDIA/IP
The multiscreen viewing experience comes to life in connected media/IP in the South Upper Hall. This is the solutions destination that explores the underlying technologies enabling audiences to receive, discover and interact with content across any device, anywhere. It’s all about IP-focused technology including IPTV, OTT, mobile, social and cloud. And it’s all about consumer engagement and bringing audiences closer to the action. Through exhibits and a full seminar lineup, connected media/IP will provide attendees with the tools and knowledge to deliver the ultimate multiscreen audience experience.

Cybersecurity and Content Protection Pavilion
As the world becomes increasingly dependent on the cloud and digital platforms, the need for elevated cybersecurity is at an all-time high. The new Cybersecurity and Content Protection Pavilion in the Central Hall features companies securing the future of a digital world. Convention-goers can learn how to protect their most valuable assets, programs, networks, data and ultimately their business from malicious activity.

Facebook Live Video Solutions Pavilion
Much of the content now appearing via Facebook Live has become highly-produced, driving even deeper engagement with audiences. Facebook has identified a set of tools and platforms that help publishers optimize their Facebook Live broadcasts. A selection of vendors will be on-hand to demo these tools and platforms, which can help take your Facebook Live productions to the next level. The pavilion will be on the South Upper Lobby.

Best. The “By Invitation Only” startups have proven products, customers and services and are ready to scale. The industry’s media and entertainment companies trust SPROCKIT to help them find the right startups to bring the right products, services and revenue models to the market at the right time.

Startup Loft
Startup Loft is the launching pad for the industry’s newly created companies. Get the first look at product and service offerings that have recently hit the market.

Facebook Live
Facebook Live has become highly-produced, driving even deeper engagement with audiences. Facebook has identified a set of tools and platforms that help publishers optimize their Facebook Live broadcasts. A selection of vendors will be on-hand to demo these tools and platforms, which can help take your Facebook Live productions to the next level. The pavilion will be on the South Upper Lobby.

Connected Car Hackathon — Driven by Ford
What does the new technology in the automotive industry mean to broadcasters and content publishers? Join NAB and Ford in the North Hall for the Connected Car Hackathon, a competition where visitors can explore how access to vehicle-generated data and the increasing autonomous capabilities of vehicles will affect the delivery of audio and video inside the car.

ADVANCED ADVERTISING PAVILION
The Advanced Advertising Pavilion in the North Hall brings together leaders sitting at the intersection of content, marketing and technology as they address the new opportunities being created by a constantly changing landscape. Featuring publishers, broadcasters and multiplatform content creators as they look to reach and monetize audiences, technologists who want to integrate solutions that deliver value; and marketers who want to create a higher ROI.

AERIAL ROBOTICS AND DRONE PAVILION
Content creators are always looking for fresh perspectives and new angles to propel their projects to new heights. Visitors to the Aerial Robotics and Drone Pavilion in the Central Hall will find the industry’s leading experts ready to take them through all of the aspects of employing aerial technology. The pavilion will feature exhibitor demonstrations built to give attendees an up-close and personal look at the latest technologies in action.

ATSC 3.0
This special zone in the North Hall, within the 2017 Futures Park, features 10 individual ATSC members/contributors from around the world, each showing ATSC 3.0-related developments. Demonstrations in the pavilion will include low-power, over-the-air transmission and reception of ATSC 3.0 signals.

Qligent
Qligent Oversight Monitor is a complete virtualized cloud system and leverages other Qligent technology, including its Virtual Probes, and new features such as Amazon Web Services to deploy, host and manage Virtual Probes from anywhere.

The Vision-OTT architecture will include an aggregated server that communicates and collects all field data from each probe or edge device. The Qligent Oversight Monitoring-as-a-Service system is also being demonstrated as a managed service layer for Vision-OTT. Called Oversight-OTT, the special service provides continuous offsite monitoring, event-based troubleshooting, incident-based and/or periodic analysis, comprehensive reporting and recommendations to improve and scale services.

EXHIBITOR NEWS
Qligent
BOOTH N6520
An OTT-specific version of Qligent’s Vision cloud-based monitoring platform will be on display, the aptly named Vision-OTT. The new platform is a complete virtualized cloud system and leverages other Qligent technology, including its Virtual Probes, and new features such as Amazon Web Services to deploy, host and manage Virtual Probes from anywhere.

IP Showcase
The new IP Showcase in the North Hall will offer you a holistic view of industry alignment, action and transformation thanks to internet protocol technology. With leadership from AES, AIMS, AMWA, EBU, IABM, MNA, SMPTE and VSF, the industry has developed this pavilion to help everyone from broadcast/IT engineers to CEOs to TV producers determine how they can best reap the benefits of IP. This attraction features a full schedule of must-see IP education sessions within its IP Showcase Theatre along with demonstrations of new applications and the latest interoperability developments.

Startup Loft
Startup Loft is the launching pad for the industry’s newly created companies. Get the first look at product and service offerings that have recently hit the market.

Facebook Live
Facebook Live has become highly-produced, driving even deeper engagement with audiences. Facebook has identified a set of tools and platforms that help publishers optimize their Facebook Live broadcasts. A selection of vendors will be on-hand to demo these tools and platforms, which can help take your Facebook Live productions to the next level. The pavilion will be on the South Upper Lobby.

Connected Car Hackathon — Driven by Ford
What does the new technology in the automotive industry mean to broadcasters and content publishers? Join NAB and Ford in the North Hall for the Connected Car Hackathon, a competition where visitors can explore how access to vehicle-generated data and the increasing autonomous capabilities of vehicles will affect the delivery of audio and video inside the car.

Predictions and trends to watch for in 2017:
• 5G
• VR
• Connected vehicles
• The Internet of Things

VSP/PRODUCTION CAMPUS
Content creators can visit the Post/Production Campus in the South Lower Lobby to learn the latest tips and tricks for content creators — from shoot to post. Curated in partnership with Future Media Concepts, this learning and networking area of the show floor will feature 30-minute sessions presented by certified instructors, creative sessions by noted editors, daily happy hours, raffles and birds-of-a-feather meetups.

VIRTUAL AND AUGMENTED REALITY PAVILION
Attendees can get hands-on in the North Hall with the latest augmented and virtual reality equipment and software. This new medium is affecting all aspects of filmmaking, storytelling, cameras, lighting, sound, production, special effects (VFX), editing, distribution, coding and consumption. The pavilion features content producers and tech companies building the future and changing the way we consume information.
Perfecting the Media Experience

- Increase Revenue Streams
- Reduce Operating Costs
- Enrich The Viewing Experience

AWS Elemental combines the vast capabilities of the Amazon Web Services cloud with the deep video expertise of Elemental to power superior viewing experiences for consumers. Integrated solutions and flexible infrastructure give pay TV operators, content programmers, broadcasters and enterprise customers the ability to quickly, easily and economically scale video workflows and services on-premises and in the cloud.
Workshops Get Out Into the Field

Gain some hands-on experience in time-lapse filming, aerial videography and cinematic lighting with a weekend workshop before NAB Show starts. Part of Post/Production World, space is limited and separate registration is required.

CORPORATE & IN-HOUSE VIDEO PRODUCTION

Field Workshop
Saturday, April 22, 8 a.m.–5 p.m.

Companies are now building in-house video production teams to create ongoing and high-quality content for their web presence and social media outlets. Corporate video production companies have also changed in terms of their structure and resources. While the equipment has gotten better and less expensive, the crews have gotten smaller and smaller.

This full-day workshop will focus on small to no crew in-house and corporate video production. It will cover current digital cinema cameras, lenses, related support gear, audio recording and lighting gear that is best suited for small-scale production teams.

AERIAL CINEMATOGRAPHY TECHNIQUES

Field Workshop
Saturday, April 22, 8:30 a.m.–5:30 p.m.

Small unmanned aerial systems (SUAS or Drones) are a staple in the toolkit of any videographer, and with good reason; they are not only to create beautiful video from new (and previously unreachable angles), but to collect data that can be used for other production content. Cost-effective, reduced-risk and often able to access places that are generally inaccessible, is not surprising that video production are rapidly adding SUAS to their production kit.

This field trip is designed for those either evaluating SUAS or who have recently acquired an SUAS for production use. Attendees will be able to fly with top instructors who are there not just to share best practices but are ready to address any questions or concerns ranging from standard practices, maintenance or regulatory changes.

CINEMATIC LIGHTING

Field Workshop
Sunday, April 23, 8 a.m.–5 p.m.

Cinematography comprises three main disciplines: lighting, composition and camera movement. Film schools teach it and so should we, even if you have already worked in this field. For those interested in the light the camera captures, this class will provide hands-on instruction in the art of lighting. Attendees will have the opportunity to work with a professional lighting package and learn best practices for adding light to almost any environment, including television, film, photography and digital photography.

AERIAL VIDEOGRAPHY

NIGHTTIME FLYING

Field Workshop
Sunday, April 23, 4:30–11:30 p.m.

Greater than 70 percent of our flying information comes through the eye, and the eye is easily tricked in darkness. This is compounded by the inexperienced pilot alternating views between a tabled/lighted display and the position of the UV in the sky. Night flying has a higher accident rate than identical day flying, both in UAV and manned aviation. Why? Depth perception is severely distorted, as is reaction time. There are also visual illusions that need to be recognized and mitigated. This session will provide information that will allow pilots to sidestep these challenges, while properly assessing and managing the risks associated with night flight (as waived per Part 107.29). You’ll also learn the foundation of applying for a COW-FAA for night flight from an experienced night-flight pilot.
Your viewers want instant gratification. Now you can deliver it with IntelsatOne® Prism – a next-generation, IP-based platform that integrates satellite, terrestrial technologies and managed media services on a single platform. You can seamlessly combine high-quality video, voice and data streams to simplify operations and move your programming into the digital future.

Connect today. Visit us at booth #SU3110
Registration for the annual 4K 4Charity Fun Run organized by Elemental Technologies is still open. Beginning with this year’s event, the 4K 4Charity Fun Run series will distribute all proceeds to raising awareness and funding for organizations that work in support of increased diversity and inclusion.

“As we look forward, we recognize that the media and entertainment industry – like so many industries – can and must do more to support diversity and inclusion,” said Laura Barber of Elemental and co-founder of the series. “With the support of NAB Show and its members, it’s an honor to devote 100 percent of this year’s proceeds toward that mission.”

The run has taken place each year at NAB Show since 2014 and has raised nearly $400,000 for nonprofit organizations.

This year the event will donate all its proceeds to raise awareness and funding for Mercy Codes, which works with vulnerable women and adolescents in crises, providing safe places, education opportunities, job skills training and community engagement projects.

Contributions also will be made to Women Who Code, a global nonprofit dedicated to inspiring women to pursue and excel in technology careers and become leaders and role models in the tech industry.

Sponsors for the event include Association Partner NAB, Media Partners NewBay Media and Rapid TV News; Platinum Sponsors Aspera, Elemental and HBO; Silver Sponsors OZO Nokia and Verimatrix; Medal Sponsor Dolby; Bronze Sponsors Acedo, Brightcove, Brightcove, Comcast Technology Solutions, Irdeto, The Weather Co. and Vizrt; and Kilometer Sponsors ChyronHego, Sports Video Group, Tektronix and Wazee.

The run will take place on Tuesday, April 25, at 7:30 a.m. in Sunset Park. Transportation will be offered to and from major NAB Show hotels. Interested runners can visit www.4K4Charity.com to register.
Delivering Online Video?


Comprehensive QC and Monitoring for Streaming Content

Interra Systems offers the complete set of software tools to help you deliver flawless video on every device in the most efficient and cost-effective manner possible.

**ORION™-OTT**
Software-based OTT Monitor

**BATON®**
Next Generation Hybrid QC for File-based Workflow

**ORION™**
Real-time Content Monitor

Visit us at booth # SU7105 to attend a live demonstration of our products
Industry Events Partner With NAB Show

A number of events are planned around NAB Show each year, solidifying the show’s place as the nucleus of the media and entertainment community.

The NAB Show exhibit floor is open to all those registered for these events. Visit the NAB Show website for more information.

AVID CONNECT 2017
Saturday, April 22 – Sunday, April 23
8:30 a.m. – 9 p.m.

Avid Connect, a unique gathering of media professionals, is being held for students to cutting-edge speakers, this is the one place where electronic media professionals and educators converge. Requires separate registration.

BEA2017
Saturday, April 22 – Tuesday, April 25
9 a.m. – 7 p.m.

From the BEA Festival of Media Arts to the latest academic research projects, today’s top publishers to free software training labs, career advice for students to cutting-edge speakers, this is the one place where electronic media professionals and educators converge. Requires separate registration.

INNOVATION SERIES BREAKFAST: TV IN THE AGE OF AUTONOMOUS VEHICLES AND 5G
Monday, April 24, 7 – 9 a.m.

Guests will include leaders in technology, media, entertainment, marketing, government and finance. The program will focus on innovations that are most likely to have an impact on the business of broadcasting. From self-driving vehicles to anticipatory computing to mixed reality to natural language processing, these mega-trends are converging and the world will never be the same. Open to all registered NAB Show attendees but must request an invitation.

IABM STATE OF THE INDUSTRY
Monday, April 24, 8–10 a.m., N235/N237

Attendees will gain insight into where the industry stands now and where it is heading in the future in a stimulating conversation and debate. IABM will host a distinguished panel of industry luminaries who will debate the current situation in, and future prospects for, the media technology sector. All NAB Show registered attendees are welcome.

AD INNOVATION LAB POWERED BY GABBCON
Monday, April 24 – Tuesday, April 25

The advertising model is changing — for buyers and sellers, for TV and video, for radio and audio, for linear and digital. Do you need to know how? Join the leading buyers and sellers of advertising, media and technology at the Ad Innovation Summit. Separate registration is required.

#GALSGEAR
Tuesday, April 25, 8:30 – 10 a.m., M.E.T. 360° Studio

The event will kick off with a Networking Coffee co-hosted by SAM and BlackMagic Design at the M.E.T. 360° Studio powered by NeuLion in the Central Lobby. From 9 – 10 a.m., #GALSGEAR will host discussions and gear demos with female industry leaders on NAB Show LIVE! The show will be available via live stream. The goal of #GALSGEAR, launched by Women in Film & Video (Washington, D.C. chapter) is to ensure women in the technical fields of media production get high-level networking; access to gear and the latest industry technology; and visibility at major industry events.

CAREER DAY
Tuesday, April 25, 9 a.m. – 3 p.m.

The NAB Education Foundation will host its spring Career Day in partnership with the Broadcast Education Association, providing an opportunity for media companies to network with broadcast professionals of all levels. For job seekers, whether you are looking to find your first job in broadcast or advance in your current position, take advantage of the opportunity to meet with industry recruiters including CBS News, Univision and ION Media. Admission is free for job seekers, but registration is required. Recruiters can meet and interview qualified candidates for open positions.

NEW YORK FESTIVAL’S INTERNATIONAL TV & FILM AWARDS
Tuesday, April 25, 6 – 10 p.m.

Since 1957, New York Festival’s International TV & Film Awards has honored content in all lengths and forms celebrating exceptional and innovative programs being created today on all continents and across all platforms. As part of its event, New York Festivals will honor Tony Petitti, chief operating officer of Major League Baseball, with the 2017 New York Festivals Lifetime Achievement Award. Separate registration is required.

THE AMATEUR RADIO OPERATORS RECEPTION
Wednesday, April 26, 6 – 8 p.m.

The annual Amateur Radio Operators Reception draws hundreds of broadcasting’s best and brightest for a relaxed evening talking shop, enjoying the fellowship of the radio amateur community and winning incredible prizes. The evening is sponsored by Broadcast Supply Worldwide, DX Engineering and Turner Engineering Inc. All NAB Show registered attendees are welcome.

RECRUITMENT EXPO – TELEVISION/CABLE/INTERNET
Tuesday, April 25

With 50+ exhibitors, this is one of the largest and most well attended job fairs of the year. The event will take place at a central location and is free to job seekers and recruiters with separate registration required.

NEW YORK FESTIVAL’s Internationál TV & Film Awards
Tuesday, April 25

New York Festival’s Internationál TV & Film Awards is an opportunity for media companies to network with broadcast professionals of all levels. For job seekers, whether you are looking to find your first job in broadcast or advance in your current position, take advantage of the opportunity to meet with industry recruiters including CBS News, Univision and ION Media. Admission is free for job seekers, but registration is required. Recruiters can meet and interview qualified candidates for open positions.

THE AMATEUR RADIO OPERATORS RECEPTION
Wednesday, April 26

The annual Amateur Radio Operators Reception draws hundreds of broadcasting’s best and brightest for a relaxed evening talking shop, enjoying the fellowship of the radio amateur community and winning incredible prizes. The evening is sponsored by Broadcast Supply Worldwide, DX Engineering and Turner Engineering Inc. All NAB Show registered attendees are welcome.

THE AMATEUR RADIO OPERATORS RECEPTION
Wednesday, April 26

The annual Amateur Radio Operators Reception draws hundreds of broadcasting’s best and brightest for a relaxed evening talking shop, enjoying the fellowship of the radio amateur community and winning incredible prizes. The evening is sponsored by Broadcast Supply Worldwide, DX Engineering and Turner Engineering Inc. All NAB Show registered attendees are welcome.
Celebrating 30 Years of Digital Mixing

Visit Yamaha Booth C1725 to see the newest digital mixers debuting at NAB. The RIVAGE PM10 Digital Mixing System, NUAGE Advanced Production System and Nuendo 8 will be on display along with other products from our vast lineup. Swing by to get your hands on your favorite gear and talk to our experts.

YAMAHA Commercial Audio

Since 1987
VEGAS, BABY!

1. The Fountains at Bellagio — One of the most popular free attractions in Las Vegas, the aquatic show is choreographed to light and music.

2. A long-time staple on the lineup of favorite shows, the Blue Man Group at the Luxor Hotel & Casino is a comic musical featuring audience interaction.

3. Ventriloquist Terry Fator can be seen at the Mirage Hotel, along with his hilarious cast of characters.

4. One of Cirque du Soleil’s timeless productions, “O” brings together world-class acrobats and synchronized swimmers at the Bellagio.

5. Visitors to the Mandalay Bay Resort & Casino can dive with the sharks and turtles in the Shark Reef Aquarium, which features more than 30 exotic sharks and other sea life.

AD INDEX

Aspera ............................................................... 17
Black Box .......................................................... 24
Blackmagic ....................................................... 5
Computer Modules - DVEO ............................ 24
Elemental Technologies ................................ 19
Harmonic ................................................................ 1, 9
Imagine Communications ......................... 27
Intelsat .............................................................. 21
Interra ............................................................... 23
Lawo .................................................................. 11
Media Links ....................................................... 10
Panasonic ............................................................ 13
SAM Snell Advanced Media ....................... 7
Shutterstock ...................................................... 16
Sony Electronics, Inc ..................................... 1, 2
TVU networks ................................................... 12
Verizon Digital Media Services .................... 15
Yamaha ............................................................. 25
Destination: The Future of TV
First Stop: South Hall, SL1516

The future of TV is IP-based, cloud-enabled and virtualized. And it promises unprecedented, revenue-driving agility.

Imagine is delivering on that promise with uniquely adaptable microservices-based platforms that are market proven and ready to deploy — and keep the door open to whatever comes next.

So what are you waiting for? Seize tomorrow’s opportunities. Today.

Powered by Zenium™

Visit us at Booth #SL1516 imaginecommunications.com/NAB-2017