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IBCing You Soon

It's almost IBC time again. The leading global tradeshow, based in Amsterdam, attracts professionals engaged in the creation, management and delivery of broadcasting media and entertainment. RFV caught up with the IBC team...

RFV: How is IBC 2011 shaping up?

IBC: The event's unparalleled exhibition and agenda setting conference encompass the very latest developments in broadcasting, mobile TV, IPTV, digital signage and R&D making it essential for everyone's understanding of the industry and its future.

From the very latest 3D rigs and integrated cameras to streaming video services and cloud based production - IBC has it covered. Browse 13 themed Halls containing the latest advances from more than 1,300 leading brands then participate in some of the host of exciting activities IBC has on offer including the IBC Connected World, a must attend exhibit for anyone concerned to understand the impact of wired and wireless broadband on the industry and the IBC Production Village, a unique chance to get your hands on the latest digital imaging equipment in front of a fully-specced professional studio set. Plus free 2K, 4K and stereoscopic 3D demonstrations in the impressive IBC Big Screen and your personal invite to celebrate the IBC Awards, a gala event that encapsulates all that is positive and forward thinking about our industry.

IBC2011 takes place at the Amsterdam RAI from 8 - 13 September 2011.

RFV: Tell me about Exhibitors for this year?

IBC: Once again thirteen halls at the RAI will be full with 1,300+ exhibitors from more than 140 countries. The full exhibitor list can be found at www.ibc.org/exhibitorlist

RFV: What would you consider to be

the main features at this year's show?

IBC: Conference Hot Topics include:

- **Connected TV & Devices:** How is the primary TV screen being co-opted by industry players and what does this mean to broadcasters?
- **3D@IBC:** What are the continued challenges of the acquisition, production, transmission and distribution of stereoscopic content?
- **Sports:** Exploring the technical, economic and creative challenges facing sports broadcasters in

meeting changing audience expectations and behaviour

- **Advertising: New Funding Models for Broadcasting:** Will product placement, targeted ads or multi-screen advertising deliver life-saving revenues to commercial broadcasters?
- **Next Generation Workflows:** How do you get the best out of hosting data remotely and what are the risks?

There are many highlights and must see features at IBC this year including:

- **Future Zone** incorporating New Technology Campus and Super Hivision from NHK (Japan Broadcasting Corporation) showcasing the latest developments in broadcast technology in the Park Foyer
- **IBC Connected World** including free exhibition business briefings and demonstration area in Hall 13
- **IBC Big Screen** providing the perfect platform for manufacturer demonstrations, special events, screenings and movies including the best in 3D

- **Saturday Night Movie** Transformers 3: Dark of the Moon in stereoscopic Dolby 3D and Dolby 7.1 'Courtesy of Paramount Pictures International'
- **Monday Night Showcase** including an extended preview clip of James Cameron's Titanic 3D, Flying Monsters in 3D and the Royal Wedding in 3D plus much, much more
- **IBC Production Village** presenting the latest camera technology in a purpose built environment and Inside Knowledge sessions, plus its the home of IBC TV News onsite in Hall 11
- **IBC Certified Training Programme** offering hands on training in Apple, Avid and Adobe
- **IBC Awards Ceremony** recognises those who have made a real contribution to the industry on Sunday 11 September at 18:15 in the Auditorium
- **Gain free entry to the 'What Caught My Eye' sessions**, where experts explore the best of IBC for you
- **You can also Download the IBC2011 Mobile App for FREE** today and start planning your schedule to maximise your time at the show go to www.ibc.org/mobileapp to download

RFV: Are there any new events this year?

IBC: The Future Zone, which incorporates the New Technology Campus next to Hall 8 is home to the ideas, concepts and prototypes which will make visitors think the impossible, possible.

Designed to showcase non-commercially available projects in their R&D stage, the Future Zone



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exhibits are selected by members of the IBC Technical Papers Committee for their relevance to the subjects of IBC2011's conference programme. The selection process also ensures that their quality remains consistently high and the technology on show is truly ground breaking.

Visitors to the Future Zone incorporating the New Technology Campus will find the OmniCam, an array of 6 HD cameras which can film 180-degree panoramic images, part of the EU's FascinatE project. In addition, High Dynamic Range

(HDR) imaging has the capacity to record the highest dynamic range similar to the human eye with potential applications in sports, feature film and documentaries. The world's first HDR acquisition to display pipeline will be demonstrated in the NTC by the University of Warwick.

Other R&D highlights include a social TV app from KDDI which analyses the online opinions about broadcast programmes for display on mobile devices; a means of controlling a TV by tracking the user's own gaze developed by ETRI; and DOTS, a new approach to storage media claimed to have a 100 year life span.

There's even a Multi-Sensory Interaction System which combines audio visual with tactile and olfactory sensations devised by Japan's NICT. The full list of Future Zone exhibitors for 2011 can be found on the IBC website at www.ibc.org/futurezone. It also includes the latest in Super Hi-Vision from NHK (Japan Broadcasting Corporation). Since its European premier at IBC in 2006 Super Hi-Vision has advanced from scientific fantasy to near practical reality. At IBC2011 NHK (Japan Broadcasting Corporation) is highlighting components of a SHV production chain including an eight-channel video switcher and slow motion equipment. Watch for a live SHV transmission from London and prepare to be wowed by film of the Space Shuttle launch, captured in ultra-HD.

One of the annual highlights of IBC is the prestigious awards ceremony, which will be held on Sunday 11 September. The IBC Awards recognise those who have made a real contribution to the industry and whose careers have had a positive

impact on its future direction. Nominees this year include BBC, CNN, Warner Bros. Entertainment Inc, TV Globo, YouReporter and CNBC.

From the highly sought-after Innovation Awards to the celebrated

International Honour for Excellence, the awards ceremony gives the industry's finest the opportunity to see and celebrate each other's achievements and elevates the winners to the world stage: news of the IBC Awards is picked up by the media from all over the globe.

The IBC Awards are held in the Auditorium, taking advantage of the stereoscopic capabilities of the IBC Big Screen. This environment is excellent for showcasing the latest in stereoscopic 3D. The IBC2011 Awards finale will be an extended clip from Flying Monsters in 3D with Sir David Attenborough and there will be a couple of other 3D surprises on the night.

Come and join us for the unsealing of the gold envelopes at 18:30 on Sunday 11 September.

RFV: Who are the main speakers?

IBC: IBC speakers are personally invited to attend the conference by the IBC conference committee. This committee is assembled of key individuals from the broadcasting and media industry that work and research in the content management and delivery fields. They contribute their time and ideas to ensure that the conference programme generates up-to-the-minute discussions and reflects the real needs of this rapidly changing industry. This committee carefully peer review and invite speakers who are at the cutting edge of developments in the industry and who are driving the debate forward. This is to ensure the IBC Conference gives delegates a unique insight into the state of the industry and a glimpse at the roadmaps that will govern its future.

Don't miss the IBC2011 inspirational keynote addresses from:

- Mainardo de Nardis, ceo, OMD Worldwide; Toby Syfret, chief analyst, Enders Analysis; Steve Hewlett, writer, broadcaster and media analyst; Nick Thexton, senior vp research & development, new initiatives, NDS and Sir Martin

Sorrell, chief executive, WPP Group, in "The Challenges for Advertiser Funded Broadcasting"

- John Smith, ceo, BBC Worldwide; William H Roedy, former chairman and chief executive, MTV Networks International and Luke Johnson, founder and chairman, Risk Capital Partners in "The Future of Broadcasting"
- Andrew Barron, ceo, Virgin Media; Mike Fries, ceo, Liberty Global and Ferdinand Kayser, ceo, SES Astra in "Cable and Satellite: Future Directions in a Hybrid World"
- Joanna Shields, vice president & managing director EMEA, Facebook in the "Convention Keynote: Social Media"
- Roberto Viola, secretary general, AGCOM, Richard Feasey, public policy director, Vodafone and Gina Neri, director, Mediaset in "Radio Spectrum Policy: Can Broadcast and Telecom Worlds Cooperate for the Benefit of the Citizens?"

Hiroshi Yoshioka, ceo, executive deputy president, Sony Corporation; Neil Gaydon, ceo, Pace; Michael Comish, ceo, Blinkbox and Romulo C. Pontual, executive vice president and chief cto, DirecTV in "Connected TV: Re-making the TV industry: the battle for the home screen"

RFV: What is the number of exhibitors and visitors registered for IBC 2011?

IBC: The official attendance of IBC2011 will be announced by Michael Crimp, ceo of IBC at the Press Conference on Tuesday 13 September at 11am.

RFV: There has been talk of the show moving to Barcelona, but it's set to stay in Amsterdam in 2012. However, is a move still being considered after that?

IBC: IBC is set to stay in 2012 and no move is currently being considered. We will always continue to listen to our stakeholders and if we feel a move is necessary then we will consider it again at that point.

