



NICK'S 2019

# NAB REVIEW

**DISCLAIMER**

**THIS WAS A BUSY  
NAB FOR ME...**

**LOTS OF MEETINGS, NOT ENOUGH EXPLORING**

A man in a dark suit is seen from the back, holding a microphone and gesturing towards a large, dense crowd of people seated in an auditorium. The scene is dimly lit, with the focus on the speaker and the text overlay. The audience members are mostly out of focus, creating a sense of a large gathering.

**TOO MANY NEW PRODUCTS TO GO INTO...**  
**...BUT I KNOW **BOB** IS GOING TO TRY ANYWAY**



EVERY  
**SO, LET'S TALK  
TRENDS...**

starts here

A woman in a business suit is captured in mid-air, jumping over a dark, low wall. She is carrying a brown briefcase in her right hand and is looking towards the right. The background is a warm, golden sunset sky. To the right of the woman, the word "JOB" is written in large, dark, 3D block letters, appearing to be part of the wall she is jumping over. The overall scene conveys a sense of achievement and career progression.

2019 WAS THE YEAR OF...

**LEAPS AND  
MATURATION**



**THE MARKET HAD A CHANCE TO TAKE A BREATH**  
**LESS MARKETING, MORE SUBSTANCE...**

# THE TRENDS

## 1 8K+ RESOLUTION

- Supersampling
- Sensor size

## 2 HDR

- Inconsistent evolving spec
- Home vs. theatrical

## 3 VIRTUAL PRODUCTION

- Real-time ray-tracing
- AI-based tracking and procedural workflows

## 4 AI & MACHINE LEARNING

- Image Analysis
- Automation (Technical & Creative)

## 5 INTERACTIVE SERIES

- Choose your own adventure
- User-controlled UX

## 6 CLOUD UTILIZATION

- Redundancy
- Access / Archive

## 7 5G

- Consumer adoption
- Satellite

## 8 SECURITY

- On/off premises
- Changing mindset

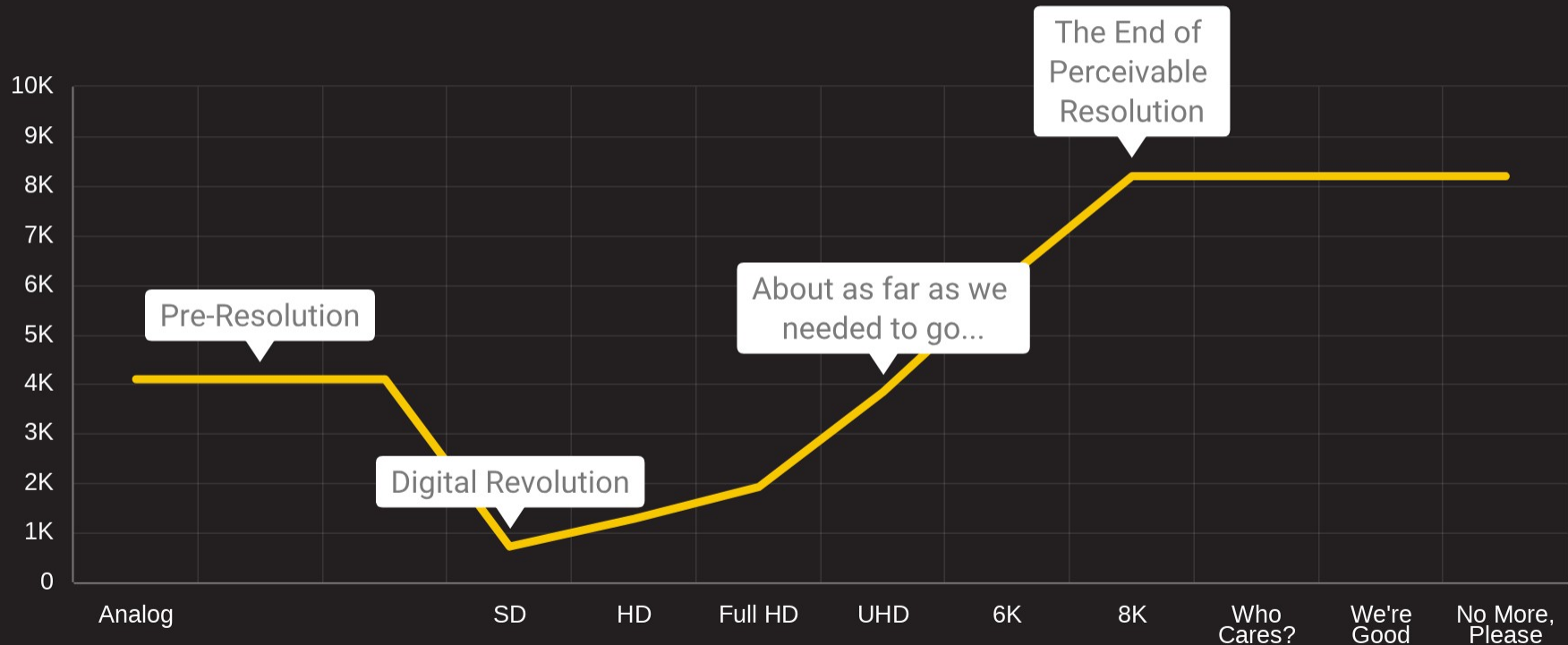


**8K IS NOW HERE**

**BECAUSE... WHY THE HELL NOT?**



# THE GREAT PLATEAU



# Introducing HyperDeck Extreme 8K HDR

The world's first 8K broadcast deck with advanced H.265 recording, touch screen interface, internal cache, scopes and more!

**From \$4,995**



# Introducing ATEM Constellation 8K

Live switcher with 4 M/Es, 40 standards converted 12G-SDI inputs, 24 12G-SDI out, 4 DVEs, 16 Keyers and 4 multi viewers!

**Only \$9,995**



# Teranex Mini SDI to HDMI 8K HDR

Advanced 8K HDMI monitoring solution with dual on-screen scope overlays, HDR, 33 point 3D LUTs and monitor calibration!

**Only \$1,295**



# 8K IS NOW PROSUMER



- 33 MEGAPIXEL SENSOR
- UP TO 10,000 ISO
- ALSO RECORDS FULL HD, 2K, 4K AND 6K IN H.264 / H.265
- 5.5 INCH TOUCHSCREEN DISPLAY
- POWERED WITH CANON LP-E6 BATTERIES
- 2.1 HDMI CONNECTOR
- 3.5MM & MINI XLR INPUTS
- USB-C INTERFACE
- REC 709 AND BT.2020 PICTURE PROFILES (NO LOG GAMMA)
- PRICING THOUGHT TO BE UNDER \$4,000, BUT NOT SET YET

The image features two dark silhouettes of human profiles, one at the top and one at the bottom, facing each other. The background is a dense grid of small, multi-colored dots in shades of blue, purple, red, and yellow. Overlaid on this background is the text "WE NEED BETTER PIXELS... NOT MORE".

**WE NEED BETTER  
PIXELS... NOT MORE**



# HIGH DYNAMIC RANGE IS A REALITY

BUT IT'S TIME TO FIGURE OUT WHAT THAT MEANS...



**STANDARDIZATION  
CONVERSATIONS  
ARE STARTING**

**ACES, PERCEPTUAL TRANSFORMS,  
AND DISPLAY INTEGRATIONS**

A virtual production studio with a green screen and a virtual set. The scene is dimly lit, with the primary light source being the green screen. In the foreground, two men in dark clothing are seen from behind, looking towards the green screen. On the green screen, a man in a blue shirt and a woman in a red skirt are standing and talking. In the background, a virtual set is visible, showing a man in a blue shirt and a woman in a black top and red skirt standing in a room with white walls and a wooden table. The text "VIRTUAL PRODUCTION IS FINALLY READY" is overlaid in large, bold letters. Below it, the text "ANYONE CAN MAKE FILMS LIKE THE JUNGLE BOOK OR AVATAR" is also overlaid in bold letters. A camera on a tripod is visible in the foreground, and a monitor displays the virtual scene. A speaker is visible on the right side of the frame.

# **VIRTUAL PRODUCTION IS FINALLY READY**

**ANYONE CAN MAKE FILMS LIKE THE JUNGLE BOOK OR AVATAR**



**BRAINSTORM**  
**INFINITYSET**

**REAL-TIME RAYTRACING & REFLECTIONS**

**BRAINSTORM**





# ARRAIY DEEPTTRACK

REAL-TIME TRACKING  
USING A CAMERA FEED AND ML



A robotic hand is shown holding a laptop keyboard. The background is a solid blue color. The text is overlaid on the image.

# AI & MACHINE LEARNING ARE FINALLY USABLE

COMING FROM **NVIDIA** TO AN **NLE** NEAR YOU...

# AI HAS COME TO NLES

- **DAVINCI RESOLVE**

- Smart editing
- Automatic color correction
- Shot matching
- Object removal
- People recognition
- Stylized effects
- Speed warp

- **ADOBE AFTER EFFECTS**

- Object removal

- **AVID**

- Still implementing their AVID | AI initiative as part of their MediaCentral Cloud
- Speech to text, facial recognition, indexing, etc.

# WHAT ELSE IS NEW WITH THE NLES?

- **DAVINCI RESOLVE**

- New Cut page
- Faster Fusion
- Timeline-based settings
- Adjustment clips
- Deep Frame.io integration
- Immersive 3D sound tools
- GPU accelerated scopes
- And much more...

- **ADOBE PREMIERE**

- Freeform project panel
- Rulers and guides
- Auto-ducking for ambient sound

- **AVID**

- Entirely re-designed UI
- ACES (32-bit float color pipeline)
- MXF OP1A
- Task-based panel layouts

# THE OTHER STUFF

1

## INTERACTIVE

IMF is coming together to make interactive storytelling more practical.

2

## CLOUD

Cloud is no longer a buzz word, it's an expensive wake-up call. It's time to look at the numbers.

3

## 5G

Is it really coming? If so, is it healthy?

4

## SECURITY

VPNs and decentralized borderless networks

A brown dog with floppy ears is sitting on a boat. The dog is wearing dark sunglasses and a blue collar with a silver chain and a blue bone-shaped tag that says "Karma". The dog is resting on blue and white striped cushions. In the background, there is a body of water and a blue sky with light clouds. The text "HERE'S JUST A FEW INTERESTING THINGS..." is overlaid in large white letters across the center of the image.

HERE'S JUST A  
FEW INTERESTING  
THINGS...



SONY



AWARD  
NAB 2019



AWARD  
NAB 2019









AWARD  
NAB 2019



**2019 WAS A  
SOBERING YEAR  
FOR THE INDUSTRY**

**FEWER BUZZ WORDS, MORE STABILITY**

# PREDICTIONS FOR 2020

- VIRTUAL PRODUCTION TESTIMONIALS
- FOCUS ON TACTILE PRODUCTION EXPERIENCE
- BETTER USER INTERACTION WITH AI & ML
- HYBRID DECENTRALIZED WORKFLOWS
- STANDARDIZATION OF PROCEDURAL WORKFLOWS
- LESS TECH, MORE CREATIVE...

A black dog with brown eyes is sitting on a wooden floor, looking up at a person's legs. The person is wearing light-colored pants and is standing to the left of the dog. The dog's expression is curious and attentive. The text "QUESTIONS?" is overlaid on the image in a bold, red, sans-serif font, with the question mark being white.

**QUESTIONS?**