



DIGITAL VIDEO
PROFESSIONALS
ASSOCIATION

THE LEADING INDUSTRY SOURCE FOR DIGITAL VIDEO NEWS, DISCOUNTS AND TRAINING

2008 NAB Preview by DVPA

The NAB Show, the world's largest electronic media show covering the development, management, and delivery of content across all mediums, announced that it will welcome more than 200 new exhibitors to this year's event, which begins on April 14, 2008. These new exhibitors will join many others from previous years including: Adobe, Artbeats, Automatic Duck, Autodesk, Canon, Dolby, Evertz, HP, JVC, Microsoft, Panasonic, Sony, Thomson, Verizon and many more. Altogether, there will be more than 1,600 companies exhibiting this year, including representatives from over 40 countries and 19 industries!

Future Media Concepts



NAB Show 2008 is here and FMC has 6 first-rate training conferences to choose from!

Post|Production World Conference April 11 - 16

The largest event of its kind anywhere, this conference delivers high-level training on the latest production and

post-production techniques and software.

Digital Tech Guru Workshop April 12 - 13

Two days of training for those coming to NAB to shop for solutions, this workshop teaches the production manager, facility owner, or engineer what they need to know to keep their facility running.

Director of Photography Workshop April 11 - 13

Designed for pro DP's as well as assistant camera operators, this conference will bring you the most up-to-date information on the leading HD cameras and new technologies like tapeless acquisition.

New Media 2.0 - Creating and Delivering New Media to New Audiences April 14 - 15

This new conference is designed for content creators looking to harness the power of the Internet for increased distribution and new audiences.

Podcasting Summit April 11 - 13

This is a can't miss conference for podcasting professionals and anyone interested in diving into this evolving content delivery method.

Producer | Director Workshop April 11 - 13

This new conference is designed for those content creators who are charged with managing and developing content. Learn new techniques for planning and managing successful video and new media.

Post/Production World Conference Virtual Brochure

Register for Free Exhibits Only using Guest Pass Code EE12

Post/Production World Conference Virtual Brochure

<http://digital.virtualmarketingpartners.com/vmp/nab/post-production-world/index.php>

Going to NAB this year? Go early, and increase your Blu-ray smarts!



Saturday April 12th at NAB's 2008 PPWC is a must-attend if you are contemplating working with Blu-ray Disc.

At NAB 2008, the DVDA will present an entire day of informative sessions about Blu-ray Disc production, including sessions on format overview, desktop and professional authoring solutions, compression, and advanced interactivity.

Next Generation Disc

April 12, 2008 • 9:00 a.m. - 6:15 p.m.

Las Vegas Convention Center, Room N252

9:00AM - 10:15AM

Next-Generation Essentials -

Opening Session: "The Fast Path to Blu-ray"

Presenter: Bruce Nazarian, DVDA President

11:45AM - 1:00PM

Desktop Authoring Essentials for Blu-ray

Sonic DVDItProHD - Sonic Solutions - Presenter: Matt Palmer – Director, Product Management

Adobe Encore CS3 - Adobe, Inc. - Presenter: TBA

Rivergate Software - BD After Edit - Presenter: Larry Applegate

2:00PM - 3:15PM

Professional Authoring Essentials for Blu-ray

Sonic Scenarist 4 BD - Sonic Solutions - Presenter: James Moore, Sonic

SONY Blu-print - Sony Creative Software - Presenter: Rob Aubey

Netblender DSA (Do Studio Authoring)- Presenter: John Harrington, Netblender CEO

3:30PM - 4:45PM

Encoding for the Next Generation Discs:: MPEG-2/H.264/VC1

Presenter: Ben Waggoner, Senior Program Manager, Video Encoding, Microsoft

5:00PM - 6:15PM

Advanced Interactivity (BD-J)

BD-J Issues, QC, programming - Paulette Pantoja, Founder/CEO, Blu-focus, Inc

BD-J demo "ID4" - Van Ling, DVD/BD Producer, Visual effects supervisor

BD-J Programming Tool: Do Studio MX - Denny Breitenfeld, Netblender CTO

METAMENU(r) Developer for Blu-ray Disc - Bram Wessel, Metabeam CTO

We have an ENTIRE day of events relating to Blu-ray disc scheduled for Saturday, April 12th, as part of NAB PPWC. Ordinarily, it's VERY expensive to attend these sessions, but we've arranged for it to be FREE for DVDA members and our individual membership is only \$100.

<http://www.dvda.org> Join Today!

Content Creators Party



&



PRESENT

THE CONTENT CREATORS PARTY

PURE
NIGHTCLUB

CAESARS PALACE
LAS VEGAS

SUNDAY, APRIL 13TH, 8-10:00PM

Sessions by Luisa Winters, DVPA Advisory Board Member - Post-Production Conference at NAB

4/15/08, Tue 10:00 AM - 1:00 PM Boot Camp: Fast Start with Adobe Premiere Pro

Premiere Pro CS3 is Adobe's newest version of its video editing application. In this session we will go over the basics of working with Premiere Pro CS3. Video input, timeline editing, storyboard

editing, multicamera editing, dynamic link, clip notes, color correction, output, are just some of the topics that will be covered in this class. You will leave with a much better understanding of this application and of the advantages that it will bring to your editing environment.

Audience: For active NLEs with little to no Premiere Pro CS3 background.

4/15/08, Tue 3:30 PM - 4:45 PM Transparencies and Track Mattes: Compositing Techniques with Premiere Pro

Compositing techniques are about adjusting opacity, scale, alpha, using chroma and luma keying, using mattes and more. In this session we will discuss some of the options that you have when it comes to keying and compositing in Premiere Pro CS3. We will discuss mattes, keying, compositing techniques and more. This session will also go over preproduction options to make your chroma keying experience a more enjoyable one. Come and learn new techniques that are sure to become an important part of your editing.

Audience: Premiere Pro CS3 users needing to use keying and compositing effects in their postproduction work.

4/15/08, Tue 5:00 PM - 6:15 PM Using Flash with Motion Graphics

Not just for the web, many animators turn to flash for its vector-based animation tools... but what are the pitfalls? Learn to overcome frame rate issues as well as pixel aspect ratio and interlacing. Flash and After Effects can now work hand-in-hand and this informative class will help show you how.

Audience: For Active NLEs with little or no Adobe Flash CS3 background.

4/16/08, Wed 10:00 AM - 1:00 PM Boot Camp: Fast Start with Adobe Encore

Encore CS3 is the DVD authoring application from Adobe. Learn the basics of DVD authoring using this powerful application. Menu creation, Timelines, Slideshows, Flash DVD creation, and much more will be discussed in this session. If DVD authoring is part of your workflow, you need to attend this session and learn how to take advantage of this wonderful application.

Audience: Beginner and intermediate Adobe Encore DVD users.

4/16/08, Wed 2:00 PM - 3:15 PM Advanced Editing Techniques with Adobe Premiere Pro

This session is all about an advanced look at editing techniques using Premiere Pro CS3. This session will go over practical and artistic techniques, using all of the existing tools, combining different effects, keyframing, compositing and more.

If you'd like to bring new life to your videos, come to this session and see what Premiere Pro can do!

Audience: intermediate to advanced Premiere Pro CS3 users.

Sessions by Rod Harlan, DVPA Founder and Director of Education –Show Floor and PPWC

FREE Training at NAB08 in the ArtBeats Demo Theater

Come join me and some of my best industry buddies (Richard Harrington, Steve Holmes, Douglas Spotted Eagle, among others) for some fabulous and absolutely FREE training on the NAB show floor

in the ArtBeats Demo Booth. ArtBeats is picking up the tab to have some of the top trainers in the industry show you their best stuff, so make sure you come by and support this generous effort.

Here's the (top secret) full schedule for each day of the expo (a full 3 weeks before the show!):

<http://www.dvconfidential.com/tips/free-training-at-nab08-in-the-artbeats-demo-theater>

MY NAB 08 Class Schedule

I'm presenting over 20 hours of training at the POST|Production World Conference at NAB Expo this year. I'm also the Chairperson of the Photoshop for Video 2-day mini-conference (Day 1 | Day 2). For those that were interested in what I will be teaching and when, here's my class schedule for the week:

<http://www.dvconfidential.com/event/my-nab-08-class-schedule>

Keynote Speakers

This new conference is designed for those content creators who are charged with managing and developing content. Learn new techniques for planning and managing successful video and new media projects.



Stephen Mirrione
Oscar-Winning Editor of "Traffic"
April 12



Jay Cassidy, A.C.E.
Academy Award Nominated
Editor of "Into the Wild"
Sunday, April 13

Apple Drops Out of NAB 2008 Expo Booth Line-up



Following on the heels of rival Avid Technology's previous announcement to pull from NAB 2008, Apple Inc. announced today that there will be no Apple Inc. booth on the expo floor of NAB 2008.

Apple Inc. told TV Technology magazine on Thursday, February 7, 2008 that they'd not be attending NAB 2008.

According to TV Technology, Apple's departure from NAB 2008 comes as part of the company's decision to pursue other ways to reach out to its customer base.

"Apple is participating in fewer trade shows this year," said Apple spokesman Anuj Nayar. "Often there are better ways to reach our customers. The increasing popularity of our retail stores and Apple.com Web site allows us to directly reach more than 100 million customers around the world in innovative new ways."

When asked if they intended to return to NAB 2009, Apple officials declined comment.

<http://www.apple.com>

No Avid at NAB 2008



Avid announced that it will introduce a major shift in its approach to serving industry professionals in the digital content creation, management, and distribution industries. Based on extensive market research, Avid plans to announce a series of customer-focused

initiatives in 2008 – all of which will be designed to make it easier for customers, prospects and the media to interact with the company. The company said it would reveal the full details of its 2008 plan to the public in February, which will set the stage for a blitz of new user-community initiatives, technical support programs, highly-personalized events, and innovative product announcements throughout the year. The company also announced that it will not have an exhibition booth at the 2008 National Association of Broadcasters (NAB) Convention, but plans to be in Las Vegas next April to meet with customers.

"We are always evaluating the most effective ways to build closer relationships with our customers and keep pace with the ever-changing media market. Over the past few months, we've been collecting data from all of our constituents, and the findings have been clear – we need to connect with users in new ways," said Graham Sharp, vice president and general manager of Avid's Video division. "As a result,

we'll unveil a series of initiatives in 2008, which we believe will shake things up for our industry – in every region of the world and across all facets of our business. In the past, we've seen how investing marketing resources in alternative, customer-focused activities, can be more effective with our users – and to our bottom line. It's time for Avid to start giving something back to the industry and these activities will create a more vibrant community where customers and newcomers can learn, share, and understand where the industry is headed – and how they can help shape it."

Those who are interested in receiving more information about Avid's customer-focused initiatives in 2008 can register for email alerts at www.avid.com/we-are-listening.

<http://www.avid.com>

Red One back and new Scarlet "pocket professional" camera at NAB



Red Digital Cinema will be back with its Red One, which uses a single Super 35-sized 12 megapixel 4520X2540 pixel sensor that captures 4K and 2K images directly to internal Compact Flash media. Lenses and other accessories that third parties are making for the Red camera will also be shown at the booth.

Details are still unclear, but it looks like there will be another Red HD camera coming out: a posting from CEO Jim Jannard on the Red user forums confirms that Red will be launching a "pocket professional" camera named "Scarlet" sometime this year, with prototypes to be shown off at NAB. Jannard says the camera will not be a competitor or replacement for the Red One, but that's all we know for now.

<http://www.red.com/>

Panasonic unveiling a pair of pro-level HD camcorders



Panasonic will be unveiling the new AG-MHC150 prosumer HD camcorder. The 3CCD MHC150 is based on the popular DVX100 / HVX200 design, but loses the tapes in favor of capturing AVCHD to SD. Images are captured through a optically stabilized 28mm Leica lens at up to 1080p/60 resolution, with audio coming through the built-in XLR jacks. Pricing will probably not be available until this it is formally introduced at NAB, but is scheduled to ship in the fall. There's also a new institutional and event AVCHD-

to-SD model, the 1080i AG-MHC70, which offers a 12x

stabilized Leica zoom lens and 1080i res in a \$2,495 shoulder-mounted package, which Panasonic says will hit in April. Panasonic will also be premiering its AW-HE100 multiformat HD/SD camera that features an integrated pan/tilt zoom mechanism. The all-in-one unit combines image quality, super smooth pan/tilt/zoom operation, and flexible system configuration.

<http://www.panasonic.com>

GFCAM Flash-Memory tapeless ENG system highlights Ikegami's new products at NAB 2008



Ikegami (Booth C-4228,) which introduced the industry's first tapeless camcorder at NAB 1995, will debut its revolutionary Flash-based system at NAB 2008 in response to industry demand for a lower-cost tapeless HD ENG solution. Developed in cooperation with Toshiba (a world leader in Flash memory), the GFCAM system includes the GFCAM HDS-V10 tapeless camcorder, the GFSTATION GFS-V10 studio deck, and GFPK high-capacity Flash media to record more than two hours of HD video. The GFCAM tapeless HD ENG system—

which features an open-codec HD/SD architecture, proxy video, and metadata convenience—leverages the increasing integration of IT networking in the broadcast industry and delivers unprecedented file-based HD workflow efficiencies extending from digital video capture, to non-linear editing, to content delivery.

The GFCAM system's HDS-V10 tapeless camcorder is an advanced yet affordable three-CCD model providing 1080i/720p HDTV format support, multiple digital recording modes, and such advanced features as Retro Loop recording so videographers never miss a shot. The GFSTATION GFS-V10 studio deck is a Flash-based central video management and recording system with extensive connectivity that even includes a front-mounted USB port. Both the GFCAM and GFSTATION use GFPK media, a removable Flash memory cartridge with up to 64GB capacity and a convenient USB port for access to file-based video even when GFPK is not installed in either the camcorder or the deck.

The advanced network connectivity of all GFCAM system components creates the industry's newest, highly efficient, highly productive, and affordable tapeless HD environment, which is engineered to meet the demands of broadcast news and digital media professionals. Ikegami will demonstrate the GFCAM system's totally tapeless workflow at NAB 2008, starting with GFCAM HDS-V10 acquisition and finishing with archiving that uses advanced new third-party holographic technology.

HD Cameras

Ikegami's decades of leadership and innovation in HD camera technology will be further evidenced at NAB 2008 with the introduction of its new and affordable HDK-77EX HDTV studio camera. A product the broadcast industry has been demanding, the HDK-77EX employs 2/3-inch 2.2 million pixel IT CCDs, 14-bit A/D converters, and Ikegami's Chip C4 advanced digital signal processing ASIC to deliver the performance customers expect from an Ikegami HD studio camera. The camera includes an integrated fiber camera cable system for perfect signal transmission to the compact and cost effective BS-89 base station. With its front and rear plug-in modular design, the BS-89 can be ordered with just the right complement of signal interfaces required.

Ikegami's leadership in camera technology has long made the brand a favorite in sports and mobile production, in TV studios, and for ENG applications. New and established HD cameras being shown at NAB 2008 include: portable models, companion systems that convert from portable to studio/field use with a System Expander kit, and POV (point-of-view) "box" cameras for goal-post, airborne, and other specialized applications. All of Ikegami's HD cameras employ the latest electronic innovations, with many featuring advanced CMOS (Complementary Metal Oxide Semiconductors) imagers, which provide reduced power consumption, multi-format HD video capture, and high-speed imaging capabilities.

Ikegami CMOS-equipped HD cameras being exhibited at NAB 2008 include the flagship HDK-79EC Native Multi-format HD CMOS Camera System for field and studio use. Its three 2/3-inch 2.5 Mega-pixel 1920H x 1080V CMOS imaging sensors are switchable between native interlace and progressive readout modes and provide: 1080/60i, 1080/24p, and 720/60p performance. Also available are optional 50Hz formats, 1080/50i and 720/50p, and high-speed dual-link 1080/60p, and for Super Slow Motion, 720/120i. The docking style body of the HDK-79EC allows easy swap between fiber and triax camera cable by simply mounting the FA fiber adapter or TA triax adapter on the camera and throwing a switch at the CCU-890 side.

Ikegami's HDL-50 series one-piece end-to-end digital POV cameras also employ newly developed 2.5 Mega-pixel CMOS sensors for native multi-format HD operation, including 1080/59.94i and 720/59.94p directly from the camera head (the HDL-51 sister-model POV camera supports native 1080/23.98p format operation as well). The HDL-F50, meanwhile, is designed to meet the size and signal-transportation requirements for gyro-stabilized aerial camera mounts. The HDN-X10 Editcam HD tapeless camcorder for high end multi-format HD production (such as 24p digital filmmaking) also employs Ikegami CMOS imager technology.

Additional Ikegami HD cameras being exhibited at NAB 2008 include the sophisticated HDK-790 EXIII Full Digital HDTV studio camera system and its portable companion, the HDK-79 EXIII, which employ new 2/3-inch native 1080i AIT CCD image sensors, and offer exceptionally quiet pictures with 60dB SNR (in HD) to meet the requirements of both HDTV and SDTV production. Elsewhere in Ikegami's NAB 2008 exhibit, the HDK-727 and HDK-727P, native 720p Full Digital HDTV studio and portable companion cameras, will be displayed for 720p users looking for the highest sensitivity and SNR.

<http://www.ikegami.com>

New Steadicam



Steadicam, shown in the Tiffen booth, will introduce a new version of the Steadicam Pilot, designed for cameras weighing 2-10 lbs. The Pilot includes a lightweight Iso-elastic arm and low profile vest, lightweight sled with CarbonLite expandable post, color 3.5-inch LCD monitor (upgradeable to a 5.8-inch 16:9 color monitor), low mass gimbal providing the ability to capture the fluid movements. The Pilot is shipped with two IDX E-75 batteries and a special version of the IIDX's VL Dual 60 Watt charger.

<http://www.steadicam.com>

Sonnet Technologies NAB 2008 Show Preview



At the 2008 NAB Show, Sonnet will be showing its Fusion™ F2 portable 2-drive RAID SATA storage system, the newest addition to Sonnet's flagship line of storage products.

Providing 640GB of storage in a very small enclosure, Fusion F2 delivers speed, reliability, and convenience for on-location video capture or remote use when grid power is unavailable.

The system's two 320GB/5400 rpm 2.5-inch drives are mounted side-by-side in a rugged aluminum enclosure, ensuring secure storage in a low-profile design measuring just 5.9 inches by 6.2 inches by 0.72 inches. Internally, Fusion F2's drives are individually shock-isolated, virtually eliminating cross-coupled vibration, which, unchecked, can induce soft errors — a potential source of skipped frames.

Fusion F2 is cool, quiet, and energy-efficient; the side-by-side drive placement increases the metal case's cooling surface area, thereby eliminating the need for a fan. Sonnet's Fusion F2 features two eSATA data connections, draws its power from a FireWire® 400 port, and is designed for use with the Sonnet Tempo™ SATA ExpressCard/34 host adapter for MacBook® Pro and PC notebooks.

With its drives formatted as a RAID 0 volume, Fusion F2 delivers remarkable performance with sustained data transfer rates of up to 126 MB/sec read and write (nearly twice as fast as a pair of FireWire 800 drives) and supports professional content capture in conjunction with an AJA® Video Systems' Io HD.

Fusion F2 is ideal for use on location as well as the office, offering flexibility and interoperability to support Mac OS® X, Windows® Vista, Windows XP Professional, and Linux. It is compatible with capture cards from AJA, Blackmagic Design, Matrox, and Bluefish444, and works with all mainstream media editing applications including Apple® Final Cut Pro®, and Adobe® Premiere® Pro CS3.

Existing Products Being Highlighted at the 2008 NAB Show:

Fusion™ D800RAID and R800RAID With Controller Card

Sonnet's award-winning Fusion™ D800RAID desktop and R800RAID 2U rackmount SATA storage systems provide breakthrough performance and data safety in affordable, direct-attached disk arrays ideal for individual projects and for use in facilities with multiple edit stations.

Created for HD edit environments in which speed and fault-tolerance are a necessity, the eight-drive Fusion 800RAID systems are available in 4TB, 6TB, or 8TB configurations, all incorporating Enterprise/RAID Edition drives.

These popular Sonnet systems feature a high-performance PCI Express® hardware RAID controller based on the latest-generation Intel® IOP348 RAID processor, which can handle the throughput of all eight drives with plenty of overhead.

The Sonnet RAID controller is configured with 256MB of ECC-protected RAM, especially important to maintain data-stream writes as the disk array nears capacity. This card enables Fusion D800RAID and R800RAID systems to handle uncompressed HD video streams easily while at the same time protecting data. With drives formatted as a RAID 4, RAID 5, or DVRAID group, Fusion R800RAID and D800RAID storage systems offer failsafe protection in the event of drive failure.

Both systems can be used with flexibility in mixed environments, supporting Mac OS® X, Windows® Vista, Windows XP, and Linux operating systems. The Fusion products offer compatibility with capture cards from AJA, Blackmagic Design, Matrox, and Bluefish, and operate with all mainstream video editing applications.

<http://www.sonnettech.com/>

ViewCast will show streaming products at NAB 2008



At NAB (booth # SL13109), ViewCast will showcase its Niagara streaming media encoders in preconfigured plug-and-play solutions that enable users to quickly capture and broadcast premium-quality audio and video in multiple codecs at multiple bit rates — all simultaneously.

Niagara's A/V capture engine is powered by the company's Osprey video software drivers and video capture hardware. Building on Osprey's legacy for quality and 24/7 live reliability, the company offers the PCI Express Osprey-700 HDe and Osprey-240e video streaming cards.

The Osprey-700 HDe is the ideal solution for users that want to stream HD and SD content for IP video distribution and video-on-demand applications. It automatically adapts to any incoming SD and HD standard without interrupting the encoding session.

It uses an array of designed for live features that give broadcasters and multimedia producers 24/7 reliability, logo bitmap overlays, and automatic logo sizing and repositioning when switching between any supported SD and HD modes.

The Osprey-240e is designed to offer greater flexibility to video content providers working with varied analog media input and output connectivity. It has a low-profile format that gives it greater usability in small-form-factor computers.

<http://www.viewcast.com>

Chyron Boardcast Video Forum 2008 Preview



Xtraordinary Graphics from Chyron - For Mobile, HD, 3D, and newsroom integration solutions, Chyron systems in every price range have been optimised for exceptional workflow, throughput and return on investment

HyperX2: The new crown jewel in Chyron's graphics system line, HyperX2 replaces the high-performance HyperX® as the premier HD/SD graphics creation and playout engine. The new HyperX2 HD/SD-switchable, single- or dual-channel system provides a number of outstanding benefits to customers including Lyric PRO 7 option - powered by Chyron's breakthrough interFuse™ technology supporting Adobe® XMP® metadata. A number of broadcasters are already reaping the benefits of HyperX2 including London based Sky Sports News.

XClyps: Chyron's XClyps is a multi-format production clip server designed for the needs of the most demanding broadcast environments. XClyps can be used for news bumpers, station promos, coming ups, monitor background playback or any situation where exceptional HD or SD video, key and audio playback is required. Getting content into XClyps is a snap with automatic ingest of QuickTime™ files, up to 200 hrs of video storage and asset management and distribution, capabilities. Remote monitor and control capabilities, 'ClypBoard' hardware control panel as well as ProBel, VDCP, Chyron Intelligent interface and PBus II interfaces, provides broadcasters with unprecedented playback control flexibility.

Channel Box: Chyron's HD/SD-switchable, turnkey branding system, Channel Box features 2D/3D design and layout for branding applications, including tickers, crawls, snypes, automated promos and end-credits. The system's real-time video, graphics effects, clips, 2D/3D DVE and audio can be integrated with automation systems, or Channel Box can be used as a standalone branding device.

ChyTV: Chyron's high-performance, low-cost video graphics system for television information displays and digital signage is easy to use, yet powerful and flexible. ChyTV displays a variety of animated graphic and text information overlaid or surrounding a live video region

<http://www.chyron.com>

Quantel out in force at NAB 2008



Quantel (Booth #SL720) will be out in force at NAB 2008 with its full range of products and a stack of innovations to help customers push forward.

Post and DI

On show is a raft of new technologies to help post and DI professionals grow their businesses and capabilities, including:

- Pablo Neo – new at NAB – taking interactive, hands-on color correction to a new, supremely tactile level.
- Stereoscopic 3D – on show for the first time at NAB. Quantel's revolutionary stereo 3D post production technology is taking the film and television worlds by storm.
- Genetic Engineering – Quantel's radical approach to teamworking in Post & DI – with more tools and capabilities unveiled that make work really flow.
- Final Cut Pro integration – new at NAB – the smoothest transition to online in the business.

Further major developments for Post and DI will be unveiled on the booth.

Broadcast

On show will be some major new developments that change the way broadcasters work for the better. It's all about collaborative workflows, interactive working and superfast delivery to multiple platforms.

- Newsbox HD – new options on show at NAB for Quantel's complete news production system in a box, further increasing its versatility and range of applications.
- Enterprise SQ – totally integrated news/sports production with lots of new capabilities on show
- Mission – naturally integrated MAM that simply works
- Dino – now distance is no object to teamworking...brand new at NAB!

Professional Services

Naturally our Professional Service group will be out in force at NAB – all part of our over-arching commitment to putting customers first, and helping them get the very most out of their Quantel systems.

- Qcare – all embracing, flexible 24 hour support.
- Compass – comprehensive operational and engineering training.
- Free Compass Training software – new at NAB; now everyone can learn Quantel for free.

Commenting on Quantel’s continued commitment to engaging with its customers via NAB, Quantel CEO Ray Cross reflected, “We’ve always had a different approach to the market from some of the other players who have dipped their toes in over the last few years.

“We have a strong, direct relationship with our customers. Because of this, we understand their real needs, concerns and plans for the future,” Cross continued. “NAB is a truly international event for OUR industry that provides a unique opportunity for customers from around the world to come and meet and discuss their individual business requirements and see all our great new stuff first hand. Quite simply, every time we ask, our customers tell us that they want us to be there.

“Great partnerships drive great ideas forward. That’s why all our senior staff attend NAB. Sure, there are other routes to market that we can and do use – our stereoscopic 3D world tour is a current example. But there is no substitute for the face-to-face meetings at NAB that cement the relationships so vital to driving our customers’ success,” Cross concluded.

<http://www.quantel.com>

Pixel Power NAB 2008 News Preview



Pixel Power heads to NAB 2008 with a highly configurable set of SD and HD graphics products.

Pixel Power heads to NAB 2008 with a highly configurable set of SD and HD graphics products that readily adapts to meet the full range of broadcast graphics applications, from automated master control and branding, to news, sports and live production. In an age where complexity has supplanted creative freedom, Pixel Power products stand apart for their capacity to deliver the most advanced features, including realtime 3D and dynamic data integration, without requiring that operators relearn their skills.

At NAB 2008, Pixel Power will highlight three critical application areas as examples of what its graphics products deliver.

1. Master Control and Branding

Pixel Power is a leading innovator of graphics-oriented master control solutions. Today Pixel Power is helping individual and multichannel environments streamline their branding and promo operations. New solution configurations using Pixel Power's Clarity 3000 HD and SD character generator, LogoVision channel branding system and PixelPromo DJ software deliver graphics that automatically tailor themselves on the fly, eliminating complex racks of cascaded "black boxes" in favour of flexible, multifunction systems that adapt to changing requirements.

Pixel Power is also expanding the capability of master control by bringing the power of flexibility of its advanced graphics systems to bear on the new challenges facing master control operations. Leveraging its unique Control Toolbox development environment, Pixel Power is developing exclusive, application-specific control interfaces that enable master control operators to easily manage LogoVision and Clarity branding, promo and speciality graphic functions. A variety of control surfaces, including familiar master control-style touch screens and graphical user interfaces can be quickly built to easily customise the systems to any workflow, while reducing complexity and resource usage.

Pixel Power branding and promotion solutions integrate advanced functionality such as audio embedding, Dolby E and AC 3 support, squeezebacks, delay compensation, as well as built-in support for video clips with alpha and audio, inputs with DVE capability, static and animated fonts and still graphics all into a single output. The result is a sophisticated platform for world-class branding and promotion operations in any sized facility. Key products for branding and promotion applications include:

LogoVision is Pixel Power's popular, cost-effective, compact channel branding device. Installed in a broadcaster's master control environment, LogoVision meets the needs of automated branding applications with available SD and HD support for inserting a wide range of graphics elements. It delivers powerful functionality not previously available in systems at this price point, including multiple clocks, multi-layer static and animated logos, text crawls and support for popular graphics formats. LogoVision is designed with flexible interfaces for seamless integration into any automated master control environment.

PixelPromo DJ is a unique software application used in conjunction with Clarity character generators and LogoVision branding systems to automate channel branding and promotion. PixelPromo DJ automatically imports data from the station's traffic system and uses the graphic system to build promotional page sequences based on pre-defined templates. Pixel Promo DJ can manage an entire network of Clarity and/or LogoVision graphics devices to create a highly automated, multi-channel branding solution. Pixel Promo DJ features unique intelligence that enables it to automatically create appropriate graphics sequences for each program junction, adjusting on the fly for changing time requirements.

2. Automated News Graphics

Pixel Power's proven prowess in the newsroom has made it the solution of choice for broadcasters worldwide and a partner of choice for an increasing list of leading newsroom vendors. At NAB, Pixel Power will highlight integration of Clarity CGs with several of its newest newsroom partners, including Octopus and Dalet. With years of MOS-based integration to its credit, Pixel Power is being

chosen as the graphics platform for building newsrooms with modern workflow to meet the growing demand for HD news broadcasts. Pixel Power will highlight the compelling HD graphics of leading U.S. news operations as part of its NAB displays and demonstrations.

3. Sports and Live Production

Pixel Power will be showing the first advanced real-time 3D graphics that are accessible by all CG operators—not just high-cost “specialists.” Gone are the support budget overruns, lengthy renders and long hours of wrestling with complex systems. Pixel Power delivers 3D that CG operators can use from day one because it was designed to be familiar. Frustrated 3D pioneers, overwhelmed by the struggles of their existing 3D systems, are quietly changing to Pixel Power for 3D graphics.

Pixel Power 3D graphics even transform, automatically, based on real-time data sources and automation triggers for maximum visual impact and fluidity. As the score changes, so does the graphic. At NAB 2008, Pixel Power will be working with leading, industry-standard data aggregators to highlight this capability.

The reduced complexity means that changes can be made on the fly to meet any last minute requirement during live production. It also means that the Pixel Power hardware platform has been designed to survive the demands of use on the road. For the first time, advanced, real-time 3D capability can leave the studio and be deployed in trucks.

<http://www.cambridgenetwork.co.uk/news/article/default.aspx?objid=44379>

The Foundry delivers Powerful VFX Portfolio at NAB 2008



Software developer The Foundry will show its strongest-ever product portfolio for visual effects artists at NAB 2008.

Headlining the show will be Nuke 5, the first major release of its powerful desktop compositing application, the recently launched Furnace 4 plug-ins for Nuke and eyeon Software’s Fusion, plus a special preview of Furnace for Apple Final Cut Pro and a technology demonstration of its stereoscopic VFX tools.

Nuke 5

Applying over a decade of software development experience and close collaboration with the growing Nuke community, Nuke 5 delivers significant operational and performance improvements. The latest developments include a brand new user interface, the addition of Python for scripting, support for

working with stereoscopic and multi-view projects, the addition of interactive lighting tools in the 3D compositing workspace, and the ability to read, process and write over 1,000 channels per stream – providing the industry’s broadest support for EXR images.

Stereo 3D Technology Preview

Responding to the worldwide interest in stereoscopic 3D production, The Foundry has laid the groundwork for efficient multi-view compositing in Nuke 5 and is now concentrating R&D efforts on creating unique tools to further support 3D stereoscopic workflow, and will preview its work in this area during the show.

Furnace for Nuke, Fusion and FCP

Close working relationships with industry-leading post production companies continue to drive The Foundry’s product development. On this substantial foundation, The Foundry continues to pioneer in visual effects plug-ins and will premiere its Furnace 4 image-processing tools for Nuke and eyeon Software’s Fusion compositing software. It will also preview a range of Furnace plug-ins for Final Cut Pro, bringing the power of The Foundry’s advanced motion estimation technology to FCP users for the very first time.

Visitors to The Foundry’s booth will also be able to view the full range of its Tinder and Keylight tools, running on a wide range of platforms and operating systems

<http://www.thefoundry.co.uk>

Artbeats unveiling dozens of new HD titles at NAB 2008



Artbeats, the industry’s leading creative footage resource, today announced it will debut a wide range of exclusive royalty-free collections and solo clips during the 2008 National Association of Broadcasters Convention (NAB).

New titles scheduled for release at NAB include: Ultra Water 2 and Ultra Nature, which feature 1000fps (frames per second) slow-motion footage shot with the Phantom HD, the first use of that camera for stock footage. Additionally, Artbeats will unveil its newest series of HD aerial titles: Miami Aerials; Atlanta Aerials; Dallas Aerials and Texas City Aerials.

The company also plans to release Energy and Environmental; Energy includes aerial clips of wind, water, solar, petroleum and nuclear energy; Environmental features footage of air pollution, recycling, replanted timber and more. Other titles planned for release during NAB include Executive Jet, which offers landings and takeoffs of business jets plus exclusive air-to-air footage of a Gulfstream IV, and City Edges, which has unique and dramatic close-up shots of city skyscrapers and architecture.

Artbeats will showcase these and many other royalty-free titles on the company's massive HD plasma display wall at NAB 2008, booth SL5413. To learn more about Artbeats' NAB 2008 product releases, as well as special discounts and offers available exclusively for NAB attendees, [click here](#).

"Artbeats' 2007 production schedule was extremely busy – we took to the skies in a nose-camera equipped Learjet to capture cloud fly-thrus, shot dozens of cities from helicopters and hiked to remote locations to capture ultra slow motion footage of waterfalls and nature. We used the Learjet's Vectorvision system to shoot air-to-air footage of a Gulfstream IV, a first in the stock footage industry," said Phil Bates, president of Artbeats. "We use the industry's best camera equipment and technology so that we can capture high-quality footage of subject matter that is difficult, if not impossible, for our customers to shoot themselves. We are very excited to offer these new collections at NAB."

Featuring a wide range of practical and compelling subject matter, Artbeats' extensive library includes thousands of high-quality clips that can be used for broadcast, feature film, commercial, concerts, live events, game development, independent production, multimedia and more. A favorite among creative professionals, Artbeats' footage is used by some of the industry's leading film and broadcast companies, including Disney, Dreamworks, Pixar, Universal Studios, Comedy Central, BBC, Cartoon Network, MTV, American Idol and CNN.

Artbeats footage is available in HD-1920x1080, D1 NTSC-720 x 486 or D1 PAL-720 x 576 resolutions. Pricing for Artbeats' HD collections range from USD \$799-\$1299; standard definition collections range from USD \$399-\$699. To learn more about Artbeats and view every clip and collection in the library, [click here](#).

Artbeats also offers a wide range of free online Tips & Tricks and other creative resources that help customers make the most of their royalty-free stock footage. See them all [here](#).

<http://www.artbeats.com>

Take a sneak peek at some of the footage [here](http://www.artbeats.com/demo_reels/14?ext=mov):

New at NAB 2008: Automatic Duck's Pro Import FCP 2.0 and Pro Export FCP 4.0



At NAB 2008, Automatic Duck, the creators of timeline integration software for digital media artists, will announce two newly enhanced versions of the company's flagship Timeline Integration solutions for Final Cut Pro users – Pro Import FCP 2.0 and Pro Export FCP 4.0.

What's New in Pro Import FCP 2.0:

- Pro Import FCP 2.0 now improves the plug-ins' "Use existing media" feature for importing Avid sequences into FCP.

- Reference movies to Avid DV25, DV50 and DVCProHD media now use Apple-native QuickTime codecs instead of Avid codecs, resulting in vastly improved performance in Final Cut Pro, as well as compatibility with Color.

What's New in Pro Export FCP 4.0:

Pro Export FCP 4.0 adds significant improvements to a number of key workflows for customers. Here is a sneak peak at some of the new features:

Improvements to the Final Cut Pro to Avid Workflow:

- The ability to convert Final Cut Pro media into Avid media files;
- 24fps support
- Conversion of many FCP effects and parameters into Avid effects, such as Picture-In-Picture.

Improvements to the Final Cut Pro to Pro Tools Workflow

- The ability to export an AAF file linking to external media files;
- The ability to include video track for viewing picture.

Improvements to the Final Cut Pro to Quantel Workflow:

- The inclusion of more effects data from Final Cut Pro for import into next generation iQ and eQ systems.

Pricing and Availability

Pricing and availability of Automatic Duck Pro Import FCP 2.0 and Pro Export 4.0 will be announced at NAB 2008.

About Automatic Duck

Automatic Duck is the pioneer of Timeline Integration Engine technology and leads the content creation marketplace with powerful solutions for seamless, comprehensive timeline translation capabilities between Avid, Adobe After Effects, Combustion, Discreet Smoke, Final Cut Pro, Motion and Quantel via XML, OMF and AAF.

<http://www.automaticduck.com>

Westar Music at NAB



Westar Music will show the Westar Music hard drive with the complete Westar Music Library including all tags, bridges, production elements and seques, plus embedded metadata – more than 8100 tracks on a 160 GB hard drive with USB and FireWire connections.

<http://www.westmusic.com>

Abaltat Announces NAB Product Offerings



At the 2008 NAB Show, Abaltat will be showcasing all of its unique software offerings in versions designed for both Mac® and now Windows®-based PCs and laptops. By adding support for the Windows platform, Abaltat is making it easier for a much broader range of editors and producers to incorporate first-rate soundtracks into their video and film projects.

Abaltat Muse™

Abaltat Muse™, the world's first video-driven soundtrack composer, is now

available for the Windows® platform. Intended for use by video editors, this innovative professional software application creates original, royalty-free, broadcast-quality soundtracks in minutes. On display at the NAB Show, Abaltat Muse Version 1.1 will demonstrate how Abaltat's software can be used to measure select elements in a moving picture, and subsequently compose complementary music for that edited picture sequence.

In the composition stage, a QuickTime® version of the picture sequence is loaded into the application and analyzed. Abaltat Muse uses this analysis and the selection of a "band" and tempo to compose a first draft of the soundtrack. In the arrangement stage, the user can utilize keyframes, locked to the picture, to adjust the composition's melodic strains, instrument selection, scale modulation, and audio mix. The result can be exported as a full mix (either .aiff or .wav file), track by track, or as a MIDI file.

This latest version of Abaltat Muse integrates seamlessly with Apple®, Avid®, Adobe®, and Media 100® edit applications. It also features general MIDI export functionality so that music can be imported directly into any software application that supports the standard MIDI file format, such as Digidesign Pro Tools® and Apple's Logic®.

Both Mac® and Windows versions of Abaltat Muse are available for purchase (download or hard copy) here.

Abaltat Express™

Abaltat Express™, now available for both Mac® and Windows® platforms, is an affordable software solution that provides all the tools video editors need to compose and arrange a soundtrack. Abaltat Express leverages the interface, workflow, and powerful composition engine of the company's highly acclaimed Abaltat Muse™ product, the industry's first video-driven soundtrack composer, to provide professional results at an appealing price point. The user simply drops a QuickTime® file of the edited video sequence into Abaltat Express, clicks "Compose," and selects parameters for composition. The soundtrack is composed in a matter of seconds, and the arrangement can be refined through adjustment of keyframes on the timeline. Once the project is complete, it may be exported as an .aiff, .wav, or MIDI file.

Both Mac and Windows versions of Abaltat Express are available for purchase.

Abaltat Band™

Abaltat Band™ is a suite of "bands" that work as a plug-in for the Abaltat Muse™ and Abaltat Express™ applications, extending the user's choice of music styles and genres. Abaltat Band now also supports Windows®-based PCs and laptops. The plug-in currently features seven different "bands": Ensemble, Atmospheric, R&B, Minimalist One, Minimalist Two, Dub Reggae, and Percussion One, all of which come bundled free with the purchase of Abaltat Muse or Abaltat Express. The combination of Abaltat Band with Abaltat Muse and Express presents video editors with a selection of richly textured composition styles that complement and enhance their work.

The audio samples in the Abaltat Band plug-ins for Abaltat Muse are supplied by Native Instruments and Garritan Libraries, two of the market leaders in the audio sample production industry. Because of this, Abaltat Muse compositions have a natural, live feel. Authentic-sounding instruments are combined with unique software to create the first radical departure in the concept of soundtrack production for the 21st century.

Abaltat Band plug-ins for Abaltat Muse utilize the audio engine and sounds native to the user's computer.

Both Mac® and Windows versions of Abaltat Band are available for purchase (download or hard copy) here.

Abaltat Beat™

Abaltat Beat™, now also available for Windows®-based PCs and laptops, is a software application which functions as a beat calculator and a rhythm machine. In just a couple of minutes, this simple application allows users to create drum tracks to match an edited video clip. The beat calculator function uses the edit decision list (EDL) to calculate the optimum beats-per-minute (BPM) for an edited picture sequence. Abaltat Beat then suggests a series of possible fits from which the editor can choose. The favored BPM rate can then be used to search a music library or as an input for the Abaltat Muse™ or Abaltat Express™ soundtrack composer.

The rhythm machine function within Abaltat Beat uses a selected BPM, time signature, and drum pattern (included with the application) to create a drum track that is in sync with the picture. The resulting track can be exported as an audio (.aiff), QuickTime® (with picture), or MIDI file.

Both Mac® and Windows versions of Abaltat Beat are available for purchase (download or hard copy) at www.abaltat.com.

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Check back at www.dvpa.com for a complete recap of NAB in May.