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Hotel Shuttle Info

Complimentary service from hotels. Drop-offs include the Central Hall and South Hall. Service runs every 20 minutes.

HOTEL	ROUTE	BOARDING POINT
Aria Resort & Casino	11	Tour Lobby
Bally's	7	Tour Bus Lobby on E. Flamingo Rd
Bellagio	12	Tour Bus Lobby
Caesars Palace	6	Las Vegas Blvd. @ Planet Hollywood Sign
Circus Circus	2	Main Entrance
Cosmopolitan	12	Right of Main Lobby
Courtyard LVCC	Walk	Walk to Convention Center
Cromwell Las Vegas	8	Walk to Flamingo
Elara	9	Tour Bus Area @ Planet Hollywood
Embassy Suites	Walk	Walk to Convention Center
Encore @ Wynn	3	Right of Main Entrance - Bus Area
Flamingo Las Vegas	8	Tour Bus Area
Harrah's Las Vegas	8	Shuttle Bus Area
Hilton Grand Vac. - LVCC	1	Curbside on Karen Ave.
Hilton Grand Vac. - LVStrip	2	Main Entrance
Las Vegas Marriott Suites	Walk	Walk to Convention Center
LINQ Hotel	8	Walk to Harrah's
Mandarin	11	Walk to Aria
MGM Grand	9	Grand Garden Arena Entrance
Mirage	4	North Valet Entrance
Monte Carlo	10	Tour Bus Area
New York New York	10	Main Entrance
Palazzo	5	Venetian Tour and Travel Lobby
Paris	7	Walk to Bally's
Planet Hollywood	9	Tour Bus Area
Renaissance	Walk	Walk to Convention Center
Signature at MGM Grand	9	Grand Garden Arena Entrance
SLS Las Vegas	1	Tour Bus Area
Springhill Suites CC	Walk	Walk to Convention Center
Treasure Island	4	Right of Main Entrance, Sirens Blvd.
Trump	4	Curbside Outside Main Lobby
Vdara	11	Walk to Aria
Venetian	5	Tour and Travel Lobby
Westgate Las Vegas Resort	Walk	Walk to Convention Center
Westin Casuarina	7	Right of Main Lobby
Wynn	3	South Tour Bus Area

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location directory and onsite services

CODE OF CONDUCT

These are the rules and we appreciate your best behavior:

Be Courteous

Let's turn off or set those cell phones to vibrate when attending Conference Sessions, Keynotes, Breakfasts, Luncheons and all other official events.

No Smoking, Please

Smoking is not allowed in the Convention Center.

Say Cheese!

You consent to our use of your image, likeness, actions and statements, without compensation, in connection with any recordings, reproductions or streaming activity.

Photography

Photography, recording and streaming are not allowed in meeting rooms.

Solicitation

Please be respectful and refrain from distributing leaflets, pamphlets and/or placing signs or posters in the Convention Center. If discovered, you will be asked to desist and materials will be discarded.

Badge Replacements

Lost your badge? Stop back by Registration (The Quad) to request a new one. The fee is \$50.

EXHIBIT HALL HOURS

Monday	10 a.m. – 6 p.m.
Tuesday – Wednesday	9 a.m. – 6 p.m.
Thursday	9 a.m. – 2 p.m.



The Quad is the place to start and end your journey at NAB Show. To better help you Relax, Recharge, Regroup and Reflect, we have five Quads throughout the Convention Center. From registration, lounges and recharging stations to interactive areas and NAB Store, a quick stop at The Quad is sure to give you a boost. Grab your coworkers, clients and friends and MEET US AT THE QUAD!

The Quad at N4 North Hall

- Registration
- International Trade Center
- NAB Store
- Grab and Go Food
- Charging Tables
- Lounge and Meeting Space

The Quad at S1 South Lower Hall, Southeast Lobby

- Registration
- Charging Tables

The Quad at S2 South Lower Hall, Southwest Lobby

- Registration
- Charging Tables
- Lounge and Meeting Space

The Quad at Silver Lot

- Beer Garden
- Food Trucks
- Lawn Games

The Quad at Conference Corner North Hall, Level 2

- Lounge and Meeting Space
- Interactive Area
- Charging Stations

Sponsored by your favorite NAB Events

LOCATION DIRECTORY

Heads up! If you've joined us before, some things have moved from North to South and vice versa. Look for those in italics below.

CONVENTION CENTER

North Hall Meeting Rooms

<i>2018 Space Selection</i>	<i>N261</i>
<i>Broadcast Engineering and Information Technology Conference</i>	<i>N256, N258, N260 and N262/N264</i>

Business of Broadcast Conference	N253, N255, N257
Digital Futures Exchange	N262/N264
Info Sessions	N234/N239
Media Finance and Investor Program	N238/N240
NAB/IABM Joint Member Lounge	L30, S215
NAB Member Lounge	N263C
Newsroom	N247
Next Generation Media Technologies	N262/N264
Online Video Conference	N262/N264
Press Briefing Room	N242
Satellite Technologies	N255
Sports Media and Entertainment Series	N249-N251 and N253
Super Sessions, Media/Technology	N249-N251

South Hall Meeting Rooms

Creative Master Series	S220
Future of Cinema Conference	S222-S223
Post Production World	S219 - S220 and S224 - S231
Super Sessions, Media/Entertainment	S222

WESTGATE LAS VEGAS RESORT & CASINO

- BEA2017 Sessions and Exhibits
- Innovation Series Breakfast
- NABEF/BEA Career Day
- New York Festivals International Film and TV Awards
- Opening Session and Luncheons

WYNN LAS VEGAS & ENCORE HOTEL

- ABA/NAB/FCBA
- Ad Innovation Lab, powered by GABBCON

DINING OPTIONS

Main Lobby

- 3150 Lounge
- Lucky's Pub
- Lucky's Restaurant
- Nathan's Hot Dogs & Cheesesteak
- Roy's Express
- Sbarro Pizza
- Starbucks

Grand Concourse

- Black Jack Java Cart
- Quiznos Cart

North Hall

- Adonis Bistro
- Harbor Palace Stand
- Steampunk Joes Espresso
- Vegas Street Eats

Central Hall

- Ben & Jerry's
- Buy The Slice Pizza & Sandwiches
- Haifa Glatt Kosher
- Krispy Crunchy Chicken
- Market Fresh Express
- Namaste Indian Cart
- Quiznos
- Steampunk Joes Espresso
- Wetzel's Pretzels

South Hall

- Aces Pub
- Aces Restaurant
- Capriotti's
- Jose's Tijuana Tacos
- Origin India
- Sabroso
- Sbarro Cart
- Steampunk Joes Espresso Cart
- Vegas Street Eats

Silver Lot

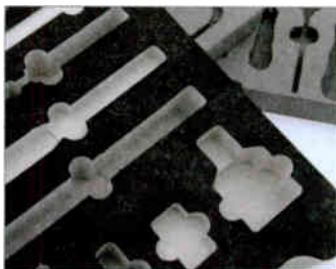
- Big Daddy's BBQ
- Los Compadres Tacos
- Sausagefest Food Truck
- Truck-N-Yaki Food Truck

Orange Lot

- Big Daddy's Burgers & Tacos

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location directory and onsite services

ONSITE SERVICES

ADA ASSISTANCE

The Quad at N4, North Hall

We are happy to help!

ATM LOCATIONS

- Central Lobby
- Grand Lobby
- South Lobby

AMERICAN EXPRESS OPEN BUSINESS LOUNGE

- Central Lobby Near Main Entrance

American Express OPEN®, the Official Small Business Card of the Las Vegas Convention Center, has launched the American Express OPEN® Business Lounge near the main entrance to the LVCC. The Lounge offers our Small Business Card members and new applicants a quiet oasis to recharge and do business with amenities including comfortable seating, Wi-Fi, laptops, printers, coffee, tea and light snacks.

Monday	10 a.m. – 6 p.m.
Tuesday – Wednesday	9 a.m. – 6 p.m.
Thursday	9 a.m. – 2 p.m.

BAGGAGE + COAT CHECK

- Central and South Lobbies

No need to cart that luggage around the Convention Center or worry about that coat during a session. Check it! Only \$3 per item.

BUSINESS CENTER – FED EX OFFICE

- Central and South Lobbies

Available services include General Business Services, Coat/Luggage Check and Shipping Services.

Monday - Thursday	8 a.m. – 5 p.m.
-------------------	-----------------

CONCIERGE SERVICES

The Quad at N4, North Hall

Brought to you by Just.Ask., services include assisting with restaurant reservations, show tickets, tee times, tours and much more.

EXPERIENCE EXPERTS Information Centers

- Central Lobby
- The Quad at N4, North Hall
- South Lower Lobby

Have questions? Ask us!

FIRST-AID – DO NOT CALL 911

- Convention Center – Central, Southwest Lower and Southeast Upper Lobbies
Call (702) 892-7400 or 7400 on house phone.

A nurse and/or paramedic will be on duty at each location during show hours.

- Westgate Hotel
Call (702) 732-5414 or 5414 on house phone.

HOUSING ASSISTANCE

The Quad at N4, North Hall

Friday	12 – 5 p.m.
Saturday	10 a.m. – 5 p.m.
Sunday	8 a.m. – 6 p.m.
Monday – Wednesday	9 a.m. – 6 p.m.
Thursday	9 a.m. – 12 p.m.

INTERNATIONAL TRADE CENTER

The Quad at N4, North Hall

A resource for outside the U.S. visitors.

LOST AND FOUND

LVCVA Security Office, Central Lobby
(702) 892-7400 or 7400 from any house phone.

MOBILE APP

- Search [NAB SHOW](#)
- Download in Apple App Store
- Download on Android – Google Play

You've downloaded the app, right? It's your best and most up to date source on what's happening at the Show!

MOMMY SUITES

North Lobby, Outside of N4 and Next to S228

For nursing moms that are looking for some privacy.

NAB STORE

Located in The Quad at N4, North Hall

REGISTRATION

- The Quad at N4, North Hall (Main Registration)
- The Quad at S1, South Lower Hall, Southeast Lobby
- The Quad at S2, South Lower Hall, Southwest Lobby

RELAXATION STATIONS

- Massage Chairs—North Hall, N8714; Central Hall, C2961
- Oxygen Bar—South Upper Hall, SU8524

VIP LOUNGE

The Quad at N4, North Hall South Upper Hall, SU8524

For VIP Pass Holders Only, stop by for R&R and light refreshments.

WHEELCHAIRS

Call Scootaround at (888) 441-7575 or visit the Business Centers in the Central and South Lobbies.

WIFI

Free in all Lobby Areas

WiFi access is available throughout the entire LVCC via Cox at a rate of \$12.95/day.

TRANSPORTATION

ADA SHUTTLE

Complimentary shuttle service is available

from most hotels. Please call (866) 439-8563 30 minutes prior to required departure to arrange service.

AIRPORT SHUTTLE

Complimentary service available to McCarran International Airport. Runs every 30 minutes from Central Hall.

Wednesday	12 – 6:30 p.m.
Thursday	8 a.m. – 4:30 p.m.

HOTEL SHUTTLE

Complimentary service from hotels. Drop-offs include the Central Hall and South Hall. Service runs every 20 minutes. See page 1 for details.

Monday – Tuesday	
• Inbound	7 – 10:30 a.m.
• Outbound	3:30 – 7 p.m.

Wednesday	
• Inbound	7:30 – 10:30 a.m.
• Outbound	3:30 – 7 p.m.

Thursday	
• Inbound	7:30 – 10:30 a.m.
• Outbound	2 – 4:30 p.m.

LYFT/UBER

Various pick-up/drop-off locations are available at the Convention Center:

- Central Hall, East (C5 Patio)
- Gold Lot
- South Hall, East (S2 Plaza)
- South Hall, West (Next to Renaissance)

Lyft special promotion for NAB Show attendees. Use code NAB17 for a \$20 ride credit. Terms and conditions apply.

MONORAIL SERVICE

Talk about the ultimate convenience, your badge can now also be your monorail ticket! Stop by a registration counter in any of The Quads to purchase your monorail ticket.

The monorail travels from the MGM Grand Station to the SLS Las Vegas Station with the complete stop list as follows:

- MGM Grand Station
- Bally's/Paris Station
- Flamingo/Caesars Station
- Harrah's/The Linq Station
- Las Vegas Convention Center Station
- Westgate Las Vegas Resort and Casino Station
- SLS Las Vegas Station

Monday	7 a.m. – 12 midnight
Tuesday – Thursday	7 a.m. – 2 a.m.
Friday – Sunday	7 a.m. – 3 a.m.

PARKING

While limited, paid parking is available in the Gold Lot located at the intersection of Paradise Drive and Convention Center Drive. No in/out privileges. \$10 per day

TAXI STANDS

- North and South Halls

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The world's first standards converter designed specifically for AV professionals!

Teranex AV is designed for audio visual professionals that need low latency conversions when working on live staged presentations and conferences! With 1089 conversions in full 10-bit quality, you can convert from anything to anything! You get 12G-SDI and HDMI 2.0a connections with loop through, a built in still store, freeze frame, noise reduction, optical quality scaling and more!

Advanced HDMI and SDI Connections

Teranex AV features both SDI and HDMI inputs with loop through and output so you can connect a computer and loop the signal out to a projector while also converting and sending it to SDI equipment like decks and monitors! You also get reference in/out, AES and analog hi-fi audio inputs, optional optical fiber in, 12G-SDI out and quad 3G-SDI output!

Low Latency Professional AV Features

With latency as low as 67 milliseconds, you can convert and instantaneously output any video, making it perfect for shooting a live presenter and projecting them in perfect sync on big screens throughout the venue. You also get a still store to switch to saved logos between presenters, and a freeze frame so you can make changes in the background!

1089 Different Conversions

You never know what kind of video you're going to get, or which format you'll have to send out. Teranex AV can perform 1089 different up, down, cross, and standards conversions between all SD, HD and Ultra HD formats! You also get cadence detection and removal, along with de-interlacing so you'll be ready for anything!

Legendary Teranex Quality

Featuring real time optical quality scaling algorithms that simulate an optical zoom, you get images with amazing detail and clarity that look better than ever before! When converting between SD, HD and Ultra HD, Teranex features sub pixel processing and multi directional diagonal filters so "jaggies" are eliminated and you get clean looking video!

Teranex AV \$1,695



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Booth # SL216

show highlights

GENERAL SESSIONS

All Badge Access

NAB Show Opening

Monday, April 24, 9 – 10:15 a.m. • Westgate Paradise Ballroom



Emceed by **Jane Pauley**,
Renowned Journalist and Host of
"CBS Sunday Morning"

State of the Broadcast Industry Address

Gordon H. Smith, President & CEO,
National Association of Broadcasters



Executive Q and A

Steven Swartz, President and CEO, Hearst



Rebecca Jarvis, Chief Business,
Technology and Economics
Correspondent, ABC News



Distinguished Service Award

David Hartman,
Journalist and Media Host



Joan Lunden, Journalist,
Author and Television Host



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The New Programming Landscape: Connecting Audiences with Content

Monday, April 24, 2 – 2:45 p.m. • LVCC S222

Speakers:

Tariq Shaukat, President, Customers, Google Cloud

FCC Keynote

Tuesday, April 25, 9 – 10 a.m. • LVCC N249



The Honorable **Ajit Pai**, Chairman, Federal
Communications Commission

Featured Conversation & Programmer's Perspective

Tuesday, April 25, 10:30 – 11:15 a.m. • LVCC S222



Robert Greenblatt, Chairman, NBC
Entertainment

M.E.T. Talks

Wednesday, April 26, 9 – 10:15 a.m. • LVCC S222

Host:

Shira Lazar, Host and Executive Producer,
"What's Trending"

Speakers:

Dan Bigman, Publisher, Verse.com

Joe Robert Cole, Writer and Producer, "Black Panther,"
"The People vs. O.J. Simpson: American Crime Story"

Jeff Cuban, Magnolia Pictures

TELEVISION LUNCHEON

Monday, April 24, 12:30 – 2 p.m. • Westgate Paradise Ballroom



NAB Broadcasting Hall of Fame Television
Initiator

Maria Elena Salinas, Co-anchor
"Noticiero Univision"



Television Chairman's Award

America Ferrera, Actress and Producer

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RADIO LUNCHEON

Tuesday, April 25, 12:30 – 2 p.m. • Westgate Paradise Ballroom



Keynote

Scott Burnell, Global Lead, Business
Development and Partner Management,
Ford Developer Program,
Ford Motor Company



NAB Broadcasting Hall of Fame Radio
Initiator

Delilah, Nationally Syndicated Radio
Personality

Luncheon Sponsored by **ascap**

TECHNOLOGY LUNCHEON

Wednesday, April 26, 12:30 – 2 p.m.
Westgate Paradise Ballroom



Keynote

Tim Wu, Author, Policy Advocate and
Professor, Columbia Law School, Director,
Poliak Center for the
Study of First Amendment Issues,
Columbia Journalism School



Digital Leadership Award Winner

Catherine Badalamente, Vice President,
Digital Media, Graham Media Group



Television Engineering Achievement
Award Winner

John Lyons, Assistant Vice President and
Director of Broadcast Communications,
The Durst Organization



Radio Engineering Achievement Award
Winner

John Kean, Senior Engineer, Cavell Mertz
& Associates

SUPER SESSIONS MEDIA SERIES

Access with a Conference Flex Pass

Marketing at the Center of Media Transformation

Monday, April 24, 2 – 3 p.m. • LVCC N249

Moderator:

Vicki Lins, President and CEO, Cable & Telecommunications
Association for Marketing (CTAM)

Panelists:

Jamia Bigalow, SVP Distribution Marketing, Fox Networks
James Brown, EVP-Content Distribution, Talent & Marketing
at REVOLT MEDIA & TV

Thomas Hughes, Executive Vice President, Worldwide
Digital Distribution, Lionsgate

Produced in partnership with **CTAM**

Global Growth and the Future of Media

Tuesday, April 25, 11:45 a.m. – 12:30 p.m. • LVCC N249

Speakers:

Dexter Goei, President of the Board Altice NV / Chairman
and CEO, Altice USA

Video Platforms of the Future

Tuesday, April 25, 4:15 – 5 p.m. • LVCC N249



Panelists:

Dwayne Benefield, Vice President,
Head of Playstation Vue, Sony Interactive
Entertainment: America



Rich Calacci, Chief Revenue Officer,
Bleacher Report



Pete Cashmore, Founder and CEO,
Mashable



Steve Shannon, General Manager and
SVP Content and Services, Roku

SUPER SESSIONS ENTERTAINMENT SERIES

Access with a Conference Flex Pass

Entertainment Spotlight – "Brockmire"

Monday, April 24, 3:15 – 4:15 p.m. • LVCC S222

Speakers:

Hank Azaria, Executive Producer and Star, IFC's
"Brockmire"

Jen Caserta, President, IFC

Amanda Peet, Star, IFC's "Brockmire"



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World Radio History

show highlights

SUPER SESSIONS

ENTERTAINMENT SERIES (continued)

Access with a Conference Flex Pass

The Real Story: A Take on Syndicated Entertainment News with FOX TV's Frank Cicha and TMZ's Harvey Levin

Monday, April 24, 3:30 – 4 p.m. • LVCC N249

Speakers:

Frank Cicha, SVP, Programming, FOX Television Stations

Harvey Levin, TMZ Founder

Celebrity Executive Officers: How Their CEO's Manage Reality

Monday, April 24, 4:15 – 5 p.m. • LVCC N249

Moderator:

Larry King, Award Winning Radio and Television Host

Panelists:

Rick Harrison, Co-owner, Gold & Silver Pawn, Reality TV Personality: Pawn Stars

Brand Pinvidic, CEO Invelop Entertainment, Filmmaker, Why I'm Not on Facebook

Jon Taffer, Chairman and CEO of Taffer Dynamics, Executive Producer and Host, "Bar Rescue"

Produced in partnership with  **Noble**
NOBLE CAPITAL MARKETS

The Intriguing Tale of Amazon Prime Video's "The Man in the High Castle"

Tuesday, April 25, 2:15 – 3:15 p.m. • LVCC N249



Joel de la Fuente, As Chief Inspector Takeshi Kido, Amazon Prime Video's "The Man in the High Castle"



Daniel Percival, Executive Producer, Amazon Prime Video's "The Man in the High Castle"

The Force Returns: "Rogue One: A Star Wars Story"

Wednesday, April 26, 2 – 3 p.m. • LVCC S222

Speakers:

Hal Hickel, Animation Supervisor

John Knoll, Executive Producer, Writer and VFX Supervisor

Matthew Wood, Supervising Sound Editor

Produced in partnership with 

SUPER SESSIONS TECHNOLOGY SERIES

Access with a Conference Flex Pass

Ultra HD Broadcasting Comes of Age

Monday, April 24, 10:30 – 11:30 a.m. • LVCC N249



Moderator:

Gary Arlen, President, Arlen Communications LLC



Panelists:

Hanno Basse, Chief Technology Officer, 20th Century Fox Film Corporation



Madeleine Noland, Consultant, LG Electronics



Pete Sockett, Director of Engineering and Operations, Capitol Broadcasting Company

Next Generation Image Making – Taking Content Creation to Unknown Places

Tuesday, April 25, 10:30 – 11:30 a.m. • LVCC N249

Speakers:

Jon Karafin, CEO, Light Field Lab, Inc.

Gavin Miller, Head of Adobe Research Labs

Andrew Shulkind, Director of Photography

Steve Sullivan, Partner/General Manager, Holographic Imaging, Microsoft

Preparing for the Stars: Connecting to the Future with NASA and Hollywood

Wednesday, April 26, 10:30 – 11:30 a.m. • LVCC N249

Speakers:

Sam Blackman, CEO and Co-Founder, Elemental Technologies

Tracy Caldwell Dyson, Ph.D., Astronaut, NASA

Rodney Grubbs, Imagery Experts Program Manager, Marshall Space Flight Center

Bernadette McDaid, Head of Development, VR and AR, Bua Entertainment

Dr. Dave McQueeney, Senior Principal Investigator, IBM Watson Group

Khawaja Shams, VP of Engineering, AWS Elemental

Produced in partnership with 

SUPER SESSIONS SPORTS SERIES

Access with a Conference Flex Pass

Here's How Apple Masters of Social, Mobile and GTT Are Expanding the Sports TV Kingdom

Monday, April 24, 11 – 11:45 a.m. • LVCC N253

Moderator:

Brian Ring, President, Ring Digital IIc

Panelists:

Chris Bailey, CEO, FileCatalyst

David Denenberg, SVP Global Media Distribution and Business Affairs, NBA Entertainment

Dana Golden, EVP, Business Development, Silver Chalice

Elad Manishvitz, Chief Marketing Officer and Chief Business Officer, Sports and Events, MX1

John Ward, SVP, Content Operations, AT&T Entertainment Group

A New Era of Live Entertainment Streaming

Monday, April 24, 12 – 12:45 p.m. • LVCC N249

Speakers:

Steve Hellmuth, EVP, Media Operations and Technology, NBA Entertainment

Dan Reed, Head of Global Sports Partnerships, Facebook

Chris Wagner, EVP and Co-Founder, Neulion

Friends Chat with Mark Tatum: The NBA's Golden Age of Innovation

Tuesday, April 25, 3:30 – 4:10 p.m. • LVCC N249

Speaker:

Mark Tatum, Deputy Commissioner and COO, NBA

Sports and the Business of Broadcast

Wednesday, April 26, 12 – 1 p.m. • LVCC N249



Speakers:

Craig Barry, Executive Vice President, Chief Content Officer, Turner Sports



Todd Goldstein, Chief Revenue Officer, AEG



Keith Wachtel, EVP of Global Partnerships and Chief Revenue Officer, NHL

SUPER SESSIONS GOOGLETALKS

All Badge Access

The New Programming Landscape - Connecting Audiences with Content

Monday, April 24, 2 – 2:45 p.m. • LVCC S222

Panelists:

Tariq Shaukat, President, Customers, Google Cloud

The Algorithms that Power Web Video

Tuesday, April 25, 2:30 – 3:15 p.m. • LVCC N249

Speakers:

Anne Aaron, Director of Algorithms, Netflix

Matt Frost, Head of Strategy and Partnerships, Chrome Web Media

Media Innovations - Bridging the Gap Between Linear TV and Digital

Tuesday, April 25, 3:45 – 4:30 p.m. • LVCC S222

Speakers:

Share Peros, Managing Director of Global Partnerships, Google

VR Video - Building a Better Mousetrap for Creators

Tuesday, April 25 2:30 – 3 p.m. • LVCC VR Pavilion

Moderator:

Matt Apfel, Director, VR Video, Google

Panelists:

Juliana Tatlock, Co-Founder, 30 Ninjas

show highlights

SPONSORED SUPER SESSIONS

All Badge Access

Intel Presents: Their's Revolution in the Air - How Technology is Transforming Media, Entertainment and Broadcasting

Monday, April 24, 11:30 a.m. – 12:20 p.m. • LVCC S222

Moderator:

Jim Blakley, GM Visual Cloud Division, Intel Corporation

Panelists:

David Anderson, Associate Professor, Computer Science Department, Carnegie Mellon University

AR Rahman, Musician, Composer, Songwriter, Singer

Dave Ward, Senior Vice President, Engineering Chief Technology Officer and Chief Architect, Cisco Systems

Sponsored by 

Newtek Presents Broadcast Inside™: "The Power to See Ahead"

Monday, April 24, 4:30 – 5:30 p.m. • LVCC S222

Moderator:

Jim Louderback, Venture Partner/Strategic Partnership, Social Starts/Wochit

Panelists:

Marcus Graham, Director of Programming, Twitch

Al Roker, Owner and CEO, Al Roker Entertainment, Inc.

David Shaw, VP, Production, NFL Media

Sponsored by 

Cisco Presents: The Naked Truth About Media Production in an IT Stack

Tuesday, April 25, 11:30 a.m. – 12:30 p.m. • LVCC S222

Speakers:

Jim Blakley, GM, Visual Cloud Division, Intel Corporation

Andrew Lippman, Associate Director, M.I.T. Media

Dave Ward, Senior Vice President, Engineering Chief Technology Officer and Chief Architect, Cisco Systems

Sponsored by 

Huawei Presents: Accelerate UHD Experience Adoption

Wednesday, April 26, 12 – 1 p.m. • LVCC S222/S223

Panelists:

Michelle Abraham, Senior Analyst, S&P Global Market Intelligence

Lee Chow, CMO, Video Products, Huawei Technologies

Thierry Fautier, Vice President, Video Strategy, Harmonic

Fred Samartino, Vice President, Internet Video, Huawei Technologies

Sponsored by 

KEYNOTES AND SPECIAL SESSIONS

Broadcast Engineering and Information Technology Conference

Sunday, April 23, 9 – 9:30 a.m. • LVCC Room TBD



Speakers:

Sam Matheny, EVP and CTO, NAB



Julius Knapp, Chief of the Federal Communications Commission's (FCC) Office of Engineering Technology (OET), Federal Communications Committee

Produced in partnership with 

Ghost in the Shell: Creating a Parallel Cyber Future

Monday, April 24, 1 – 2 p.m. • LVCC S220

Speakers:

John Dykstra, ASC, VFX Supervisor

Jess Hall, Director of Photography

Sherri Potter, Head of Global Production, Technicolor

Guillaume Rocheron, VFX Supervisor

Jan Roelfs, Production Designer

Produced in partnership with 

Celebrity Executive Officers: How these CEOs Manage Reality

Monday, April 24, 4:15 – 5 p.m. • LVCC N249



Moderator:

Larry King, Award Winning Radio and Television Host



Panelists:

Rick Harrison, Co-owner, Gold & Silver Pawn, Reality TV Personality: Pawn Stars



Brant Pinvidic, CEO Invelop Entertainment, Filmmaker, "Why I'm Not on Facebook"



Jon Taffer, President, Nightclub and Bar Media Group, Reality TV Personality: Bar Rescue

Produced in partnership with 

Next-Generation Media Technologies Keynote: Cloud for M&E

Tuesday, April 25, 1:35 – 2 p.m. • LVCC N262



Speaker:

Steven Guggenhiemer, Corporate VP and Chief Evangelist, Developer eXperience and Evangelism Group, Microsoft

Online Video Conference Keynote: Inside CBS's Transformation to a Next-Generation Content Company

Monday, April 24, 10:30 – 11:15 a.m. • LVCC N262



Moderator:

Will Richmond, Editor and Publisher, VideoNuze CBS



Keynote:

Jim Lanzone, Chief Digital Officer, CBS Corporation, Chief Executive Officer, CBS Interactive

Online Video Conference Keynote: Building Dreams of Video's Future

Tuesday, April 25, 9:30 – 10:15 a.m. • LVCC N262

Moderator:

Will Richmond, Editor and Publisher, VideoNuze



Keynote:

Michael Paull, CEO, BAMTech

Facebook Video Boot Camp

Wednesday, April 26, 1:30 – 5:00 p.m. • LVCC N257



special events and attractions



4K Charity Fun Run—Sunset Park

Celebrate advancements in video technology while exercising, networking and doing good for others. Separate registration is required.



Ad Innovation Lab and Executive Retreat, powered by GABBCON—Wynn Las Vegas & Encore Hotel

Join the leading buyers and sellers of Advertising, Media and Tech at The Ad Innovation Summit. Separate registration is required.



Advanced Advertising Pavilion—North Hall

Where leaders sitting at the intersection of content, marketing and technology come together to address new opportunities.



Aerial Robotics and Drone Pavilion—Central Hall

Find the leading experts ready to take you through all the aspects of employing aerial technology.



ATSC 3.0 Pavilion—North Hall

Features 10 individual ATSC members or contributors from around the world, each showing ATSC 3.0-related developments.



BEA2017—Westgate Las Vegas Resort and Casino

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. Separate registration is required.



Career Day—Westgate Las Vegas Resort and Casino

An excellent opportunity for media companies to network with experienced professionals, college students and entry-level job seekers interested in advancing a career in the broadcast industry. In addition to a variety of media recruiters, Career Day includes a series of informative sessions and one-on-one career coaching. Separate registration is required.



Connected Car Hackathon, Driven by Ford—North Hall

What does the new technology in the automotive industry mean to broadcasters and content publishers? Experience a fun and unique competition where you can explore how access to vehicle generated data and the increasing autonomous capabilities of vehicles will impact the delivery of audio and video inside the car.



Connected Media | IP—South Hall Upper

Through exhibits and a full seminar program, Connected Media | IP will provide you with the tools and knowledge to deliver the ultimate multiscreen audience experience.



Cybersecurity and Content Protection Pavilion—Central Hall

Features the leading companies securing the future of a digital world. Come learn how to protect your most valuable assets, programs, networks, data and ultimately your business from malicious activity.



Destination: NXT—North Hall

See what's NeXT. From concept to consumer-ready, this is the home to three eXTreme destinations spotlighting tomorrow's technologies and solutions: Futures Park, StartUp Loft and SPROCKIT. Hear what's NeXT. In the Destination NXT Theater, future-focused companies come together to inspire, ignite and accelerate your business.



Facebook Live Video Solutions Pavilion—South Hall Upper Lobby

A selection of vendors will be on-hand to demo the tools and platforms identified by Facebook that will help publishers optimize their Facebook Live broadcasts. *Presented by SVG*



Futures Park—North Hall

A showcase of advanced projects featuring demonstrations of high-tech media developments in progress, prototypes and products not yet available for sale, from academic, government and commercial research laboratories in the United States and around the world.



#GalsNGear - M.E.T. 360 Studio powered by Neulion—Central Lobby

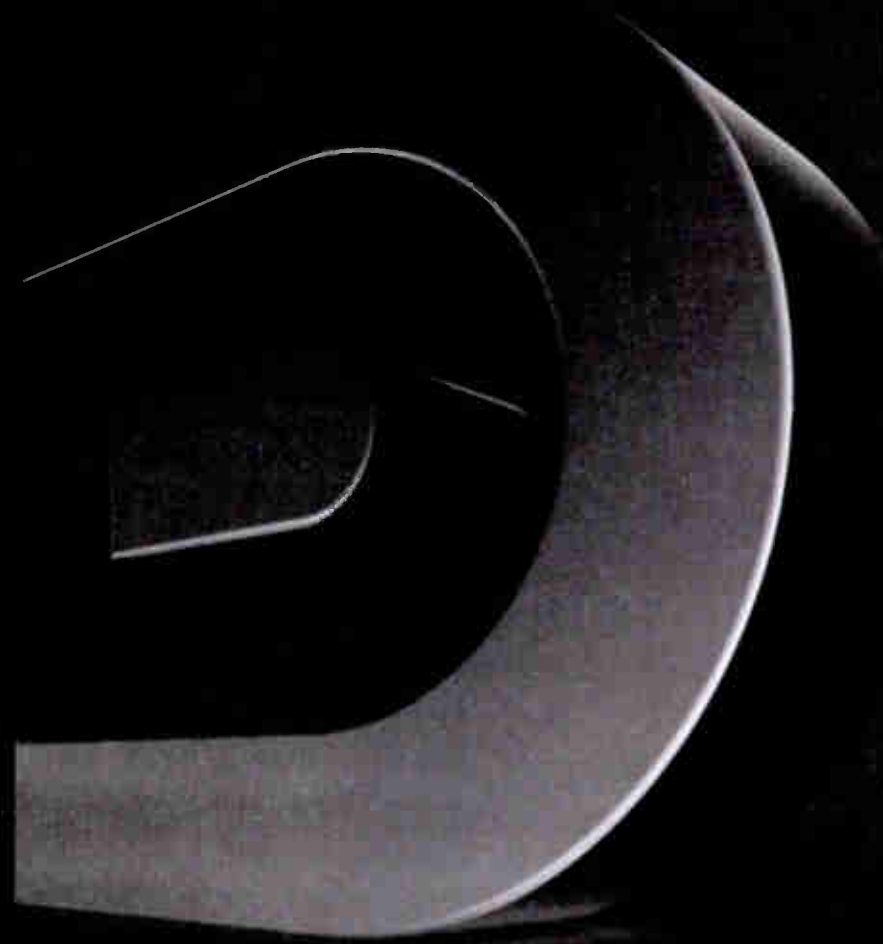
A pop-up event that brings professional women in the technical fields of video, film and digital media together with the tools and skills to thrive in their chosen craft.

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World Radio History

special events and attractions

Global Business Opportunities for U.S. Exporters—North Hall

Using the expertise of the U.S. International Trade Administration (ITA), these short presentations will highlight trade data and economic indicators to provide valuable insight into some of the top global markets in the Media and Entertainment Industry.



Innovation Series Breakfast: TV in the Age of Autonomous Vehicles and 5G

—Westgate Las Vegas Resort and Casino

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.

International Pavilions—Each Hall

See solutions organized by country from leading companies around the globe. Argentine Pavilion-Ministry of Foreign Affairs and Worship, Bavarian, Beijing Municipal Bureau of Press, Publication, Radio, Film and Television, Belgium, Brazil Pavilion - Sindvel, Business France-French Pavilion, Great Britain, KOTRA, New Zealand Government (c/o Callaghan Innovation), Wallonia Export and Investment Office.

International Trade Center (ITC)—The Quad at N4, North Hall

This centralized complex is available to all international guests and offers meeting and business services.



IP Showcase—North Hall

Offers a holistic view of industry alignment, action and transformation thanks to internet protocol technology featuring leadership from AES, AIMS, AMWA, EBU, IABM, MNA, SMPTE and VSF.



M.E.T. 360 Studio Powered by Nexizon—Central Lobby

This state-of-the-art broadcast facility will feature daily interviews with today's leading brands, personalities and solutions providers who are harnessing The M.E.T. Effect and bringing inspiration and innovation to the media, entertainment and technology industries. The M.E.T. 360 Studio is also home to "NAB Show LIVE" produced by Broadcast Beat.



NextGen TV Hub Powered by ATSC 3.0—Central Lobby

Experience the many ways that ATSC 3.0 will transform television, with new capabilities for broadcasters and programmers like over-the-air addressable advertising and audience measurement. See how ATSC 3.0 will be delivered to today's devices in tomorrow's home, seamlessly mixing over-the-top with over-the-air content in the world's first Internet Protocol broadcast system.



New York Festivals International Film & TV Awards—Westgate Las Vegas Resort and Casino

Honoring the World's Best Television & Film in all areas of programming. Separate registration is required.



Post Production Campus—South Hall Upper

Learn the latest tips and tricks for content creators...shoot to post. Curated in partnership with Future Media Concepts, this learning and networking area features 30-minute sessions, presented by certified instructors, creative sessions by noted editors, daily happy hours, raffles and birds-of-a-feather meetups.



SPROCKIT—North Hall

SPROCKIT® features the most promising market-ready media and entertainment entities from around the world – the Best of the Best. Our "By Invitation Only" startups have proven products, customers, services and are ready to scale. The industry's leading media and entertainment companies trust SPROCKIT® to help them find the right start-ups to bring the right products, services and revenue models to the market at the right time.



StartUp Loft—North Hall

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.



Virtual and Augmented Reality Pavilion—North Hall

Come see how the world, as we know it, is changing. Get your hands on the latest augmented and virtual reality equipment and software. This new medium is impacting all aspects of filmmaking, storytelling, cameras, lighting, sound, production, special effects (VFX), editing, distribution, coding and consumption. The Pavilion features the leading content producers and tech companies building the future and changing the way we consume information. The future is here and happening now. See it for yourself.



Young Professionals Lounge—North Hall

Perfect place for young professionals to attend young professional focused educational sessions and network.

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World Radio History

exhibitor listings

LEGEND:

C = Central Hall
 N = North Hall
 SL = South Hall Lower
 SU = South Hall Upper
 SV = Silver Lot
 OE = Outdoor/Mobile Media
 Encore = Encore Las Vegas
 Renaissance = Renaissance Hotel
 Westgate=Westgate Las Vegas
 Wynn = Wynn Las Vegas

1 Beyond, Inc. SL7409
 16x9, Inc. C10308
 24i Media SU11702CM
 25-Seven Systems N7724
 360 Designs N917VR
 360 Systems N3524
 3D Storm SL5421
 3Play Media SU9524
 3Q GmbH C7932
 3Way Solutions SA SU10817
 4DReplay N5634
 4Wall Entertainment C4846
 9.Solutions C9143

A

A.C. Lighting Inc. C11134
 AAdynTech C8847
 Aaton Digital C2661
 AB on Air C2036
 ABE Elettronica SRL N8928
 AbelCine C8215
 Aberdeen Broadcast Services SL11805
 Aberdeen LLC SL13913
 ABOX42 GmbH SU9821
 Absen American Inc. C2146
 Accedo Broadband NA SU9205CM
 Accelerated Media Technologies C3636, OE1309, OE1312
 Access Intelligence, LLC SU9625
 Accusys Storage Ltd. SL8727
 AccuWeather, Inc. SL6816
 Acebil/ Eagle America Sales C9718
 ACME Portable Machines, Inc. SL4729
 Active Storage, LLC SL12116
 Actus Digital SU11021
 Adder Technology SL11105
 Adobe Systems SL4010, Renaissance
 Adorama C9539
 Adtec Digital SU7602
 Advanced - formerly APG Displays SL15208

Advanced Advertising Theater N6513AD
 Advanced Media Workflow Association (AMWA) N1431FP
 Advanced Microwave Components SU6605
 Advantage Video Systems SL13318
 Advantech Corporation SU11710
 Advantech Wireless SU3821, OE828
 AEQ, S.A. C3246
 Aeson LED Display Technologies SL7624
 AFL C12131
 AHA Products Group SU12002CM
 AheadTek C10917
 AIC SL13013
 AIDA N5432
 Air Comm Radio C11243
 Airborne Innovations C2660
 Airbroad SU14006
 Aircode SU6806
 AJA Video Systems SL2505
 AJT Systems SL9406
 Akamai Technologies SL3324
 AKITIO SL13417
 Aladdin co.,LTD C10418
 ALC Network N1424
 Alcorn McBride Inc N5006
 Aldea Solutions SU10121
 Aldena Telecomunicazioni s.r.l. C1156
Aleon Inc. C1122
See our ad on page 5
 ALI Corporation SU11624MR
 Alive Telecom C1162
 Allen & Heath C12445
 Allied Broadcast Group OE812
 ALPHA NETWORKS SU11807CM
 Altermedia, Inc. SL7407
 Alteros C2622
 Altia Systems, Inc. C2161
 Alticast Corporation SU12706CM
 Altronic Research Inc. N3117
 ALZO Video C10649
Amagi Media Labs Pvt. Ltd. SU12207CM
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 Amazon Web Services SU2202
 Ambidio N1539FP
 Ambient Recording GmbH C11017
 AMD- Advanced Micro Devices, Inc. SL7620
 Amdocs N5134MR
 American Amplifier Technologies N8116
 American Express OPEN L1a, L26
 American Grip Inc. C6343
 American Music & Sound C12445
 American Tower C3230

Amimon C2952
 Ampegon N6820
 Andersson Technologies LLC N1011VR
 Anevia SU4417
 ANNOVA Systems SU5515
 Antelope Camera System C6640
 Antik Technology SU13904
 Anton/Bauer C6025
 AOTO Electronics US C862
 Apac Systems Corp. SL13613
 Asantac LLC N5906
 APERI SU11413
 APM Music Wynn
 Appear TV SU3602
 Appiness N2939SP
 Applicaster SU7605
 Applied Instruments SU6606
 Aputure Imaging Industries Co.,Ltd. C9018
 aQ Broadcast Limited N5924
 AQS Inc. SL14316
 Arc-Tronics Inc. N5115
 Archion Technologies SL14617
 Archiware GmbH SL15113
 Argentine Pavilion-Ministry of Foreign Affairs and Worship SU5002
 Arista Networks SL11509
 Armstrong Transmitter N8416
 Arrakis Systems N7806
 ARRI Inc. C7925
 ARRIIS SU1916
 Arrow Electronics, Inc. SU10726MR
 Artel Video Systems N4511
 Artesyn Embedded Technologies SU10724MR
 Arvato Systems SU5515
 ASC Signal - Division of CPI N7610, SU5402
 ASC-American Cinematographer C11830
 Aspectra B.V. C9518
Aspera, an IBM Company SL8124
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 Associated Press/AP ENPS SL7606
 Astrapi Corporation N825FP
 ASTRODESIGN, Inc. C2333
 AT&T Inc. SU9416
 ATBIS Co., Ltd SU6906
 ATCi N2016
 Atech Flash Technology, Inc. SL15213
 ATEME SU4410
 Atempo-ASG SL11130
 ATEN Technology Inc. SU9802CM
 Atlanta DTH, Inc. SU13713
 ATOMOS C8925, C9425
 Atos Renaissance
 Atria Logic Pvt Ltd SU13112

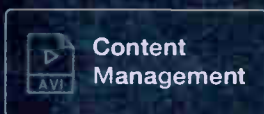
exhibitor listings

ATSC	L-11	AVT Audio Video Technologies GmbH	N6920	Barnfind Technologies AS	N5111
ATTO Technology	SL9611	AWS Elemental	SU2202	Baron	C6920
ATX Networks	SU11621	Axcen Photonics Corp	SU14206	BB&S Lighting	C10845
Audata	N7508	Axel Technology	N7131	BBC	N828FP
Audible Magic Corporation	SU13608CM	Axia Audio	N7724	BBRIGHT	SU4418
Audio Accessories, Inc.	C3651	Axinom	SU9004CM	Beamr Inc.	SU13310
Audio-Technica U.S., Inc.	C2622	axle Video, LLC	SL15416	bebob factory GmbH	C7936
Audioarts Engineering	N6531	Azden Corporation	C1123	Beck TV	N2524
Audion Labs	N6531	Azilpix	SU9817	Beijing BBEF Science & Technology Co., Ltd.	C2830
AudioScience	N7606	Azzurro Group	Wynn	Beijing Communicate Technologies Inc.	C2932
Autocue	C6025			Beijing Green Giant Media Communication Co., Ltd	C12045
Autodesk, Inc.	Renaissance	B		Beijing HDY Technology Development Co., Ltd.	C12149
Autoscript	C6025	B&H Photo, Video, Pro Audio	C10916, C3056DP	Beijing Jetsen Technology Co., Ltd.	C2630
AV Design Services, LLC	SL11124	b-com	N2035FP	Beijing Kaidixingye Network Technology Co., Ltd.	C12441
Avateq Corp.	SU10713	Babator - Media 2050 (HL) Inc	SU7606	Beijing Leyard Video Technology Co. Ltd	C1762
Aveco Inc.	N3413	Back-Bone Gear Inc.	C3405	Beijing Novel-Super Digital TV Technology Co., Ltd.	C2931
Avenger	C6025	Backbone Networks Corporation	N7226	Beijing SCV Science and Technology Co., Ltd.	C2732
Avere Systems	SL9627	Backstage Equipment, Inc.	C12716	Beijing Seven-Dimension Vision Technology Inc., Ltd	N314VR
Avid	SU902	BaishanCloud	SU9225	Beijing Sino-Sky Hi-Tech	C2930
Avioon	N3532SUL	Band Pro Film & Digital, Inc.	C10308	Beijing United Victory Co., Ltd	C7013
AVIWEST	C2139	Bannister Lake	C6046, SL5421		
AvL Technologies, Inc.	C7248, 0E504	Barbizon Lighting Company	C7949		
Avmeda LLC.	N5019	Barco Silex	C8530		
AVP Mfg & Supply Inc.	C5049				

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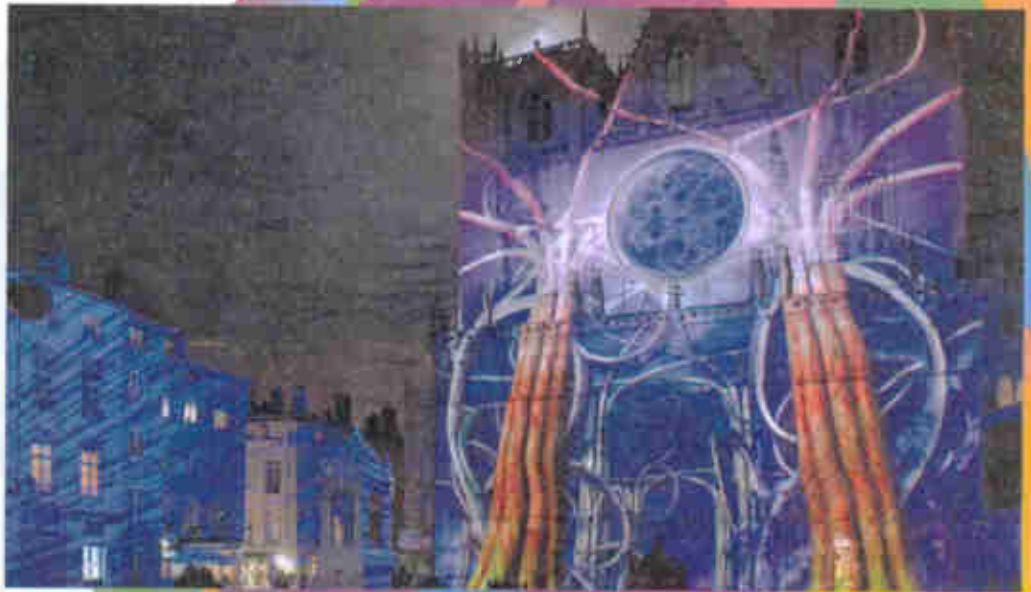
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exhibitor listings

Beijing Xiaojudeng electronics science and technology Co.Ltd	C11545	Broadcast Microwave Services, Inc.	C6349	CCBN 2018	SU9025SR
Beijing Yunfengsu Technology Co. Ltd	SL9730	Broadcast Pix	SL9721	GEDAR Audio Ltd	C3035
Belar Electronics Laboratory, Inc.	N7617	Broadcast Software International	N8109	Cedexis	SU7921
Belden	SL106	Broadcast Supply Worldwide	N8106	CEITON technologies Inc.	SL12208
BenQ	SL9830	Broadcast Wireless Systems	SU14205	Census Digital Inc.	N5116
Bexel	C6025	BroadcastAsia / Broadcast Indonesia	SU9021SR	Cerevo Inc.	C1046
Bexel TSS	C6837	Broadcasters General Store	C1916	Challenger Communications	OE1328
BIA/Kelsey	Encore	Broadpeak	SU10302CM	Chauvet Professional	C12646
Biquad Broadcast	SU1721	BroadStream Solutions Inc.	N5619	Checkers Industrial Products	C1333
BirdDog	C12348	BroadView Software Inc.	N4424	Chelsio Communications Inc.	SL15409
Birger Engineering, Inc.	C8243	Broadway Video	SU10225	Chenbro Micom USA Inc	SL12710
BIRTV2017	SU8924SR	BroaMan (Broadcast Manufactur GmbH)	C8535	Chetu Inc	N5008
Bitcentral Inc.	SU2610	Brother International Corporation	C6540	Chimera Lighting	C5046
<i>See our ad on the inside front cover</i>		BTESA - Broad Telecom	SU10410	China Telecom	SU9324
Bitmovin, Inc.	SU9007CM	BTI Business Technology, Inc.	N3327	China Television Information Technology (Beijing) Co., Ltd.	C2832
BitRouter	N627FP	BTX Technologies, Inc.	C9806	Christie Digital Systems	SL5310
Bittree Inc.	SU6221	BUF Technology	C3751	<i>See our ad on page 17</i>	
Black Box	SL9321	BumeBox	LSU7	Chrosziel GmbH	C8032
<i>See our ad on page 7</i>		Burk Technology	N7430	Church Production Magazine	C646
Blackbezt Lighting Technology CO.,Ltd.	C9646	Burli Software, Inc.	N6618	Churchill Navigation	C12332
Blackmagic Design	SL216	BUSINESSFRANCE-French Pavilion	SU4415	CHYRO-MEDIACTIVE GROUP	SU4518
<i>See our ad on page 5</i>		BW Broadcast	N8631	ChyronHego Corporation	SL1210, S109LMR
Blackmagic Design	SL5816			CinaMaker	SU12102CM
BlockBattery	C12039	C		Cine Gears Inc	C2956DP
Blonder Tongue Laboratories	SU7521	C-COM Satellite Systems Inc.	OE826	CineBags Inc.	C7643
BLT Italia srl	C6348	Cabletime	C12631	CineCert LLC	SU6226
Blue Lucy	N5924	CABSAT 2017	SU8921SR	Cinedeck	SL14805
Bluefish444	SL10021	Calkins Digital	N3333SUL	Cineflex	C8508
BlueFrame Technology	N2739SP	Calrec Audio Ltd.	C3118	Cinegy	SL11116, S117LMR, S118LMR
Blueshape Energy Inside	C11539	camadeus Film Technologies, Inc	C12028	Cinematics International Company Limited	C9744
Bokkeh Co., Ltd.	C252	Came-TV Limited	C3233	C-nemills	OE1339
Boland Communications	C3623	Camera Corps	C6025	Cineo Lighting	C9945
Bolin Technology	SU10126	Camera Goat LLC	C12439	CineRaid	SL14616
BON ELECTRONICS, INC	C7049	Camera Motion Research	C10548	Cinex X-JIB	C8815
Boris FX / Imagineer Systems	SL6824	CamFi Limited	C846	Cinnafilm	Wynn
BorrowLenses.com	C11530	Cammate Systems Inc.	C7712	Ciphertex, LLC	SL7428
Bose Corporation	C258	Camplex	C8438	Cisco	SU8502CM
BoxCast	SU9926	CANARE	C7234	Clark Wire & Cable	C7917
BOXX Technologies	SL10930	Canon U.S.A., Inc.	C4325, C201LMR, C202LMR	Clear-Com	C6908
BRAINSTORM MULTIMEDIA	SL4616	Cantemo	SL9024	Cloudcast Software Inc.	N7217
BRAZIL PAVILION - SINDVEL	SU1721	Capella Systems, LLC	SU6923	Cloudian	SL9021
Brexel Inc.	C7750	CAPER Show Argentina	SU8925SR	CM IP Lounge	SU12205CM
Bridge Technologies	SU4402	Capital One Spark Business Card	L13	CM IP Meeting Room	SU154CMMR, SU13702CMMR
Bright Tangerine	C7337	CardConnect	N5331	CM IP Sales Office	SU10502CM
Brightcove	SU2724	Caringo	SL12407	CM IP Studio	SU13502CM
brightline	C2949	Carl Zeiss SBE, LLC	C8247, C8547	cmotion GmbH	C8636
Broadata Communications, Inc.	SL5027	castLabs Inc.	SU12008CM	Coast to Coast Tower Service, Inc.	C1107
Broadcast Bionics	N8331	CASPAL TECHNOLOGY INC., SHENZHEN	SU12021	COAX Connectors Ltd	N6825
Broadcast Concepts	N8406	CASTWIN Co., Ltd.	SU4916	Coaxial Dynamics	N8408
Broadcast Depot Corp	N7113	Cataneo GmbH	N6220	Cobalt Digital Inc.	N3308
Broadcast Electronics	N7512	CatDV (Square Box Systems)	SL5024	Cebham SATCOM	OE1302
Broadcast India Show 2017	SU8922SR	Cavena Image Products AB	SU8513	Codex	Renaissance
		CBC Americas Corp.	N6928		

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exhibitor listings

Cogent Technologies	C8718	DAVICOM, a division of Comlab inc.	N8517	DNF CONTROLS	N3927
Coherent Logix, Inc.	Renaissance	DAVID Systems GmbH	C8133	Dolby Laboratories	SU1702, N928FP
Coleder Display Co., Ltd	C1746	DAWNco	SU3407	Domo Tactical Communications	C7137
Colorfront	Renaissance	Dayang Technology Development Inc.	C2632	Dongguan Lanparte Television Equipment Technology Co., LTD.	C12335
COM-TECH Italia SpA	C3039	DB Elettronica Telecomunicazioni S.P.A.	N8931	Dotek	C12719
Comart System Co., Ltd.	C10022	DCL - Digicaster	SU9005CM	dotstudioPRO	N2431SP-B
CompactFlash Association	C8240	DDN Storage	SL8016	DPA Microphones	C3336
Comprinato Systems s.r.o.	SU11724MR	de Wolfe Music	SL9230	DR.PENG TELECOM & MEDIA GROUP	N6810
Comprompter News and Automation	N6014	DECIMATOR DESIGN	SU7910	Draco Broadcast	C6513
Comrex	C1633	Dedotec USA, Inc.	C10839	Dream Chip Technologies GmbH	C12350
Comtech Xicom Technology, Inc.	SU3308	DEFY PRODUCTS	C10039	Dreamwall	C8628
Conax AS	SU4321	Dejero	C1307	Drobo	SL9307
Contemporary Research	SU9221	DekTec Digital Video B.V.	SU7102, N827FP	DS Broadcast, Inc	SU6907
Content Armor	SU4515	Dell EMC	SL9111	DSC Laboratories	C5614
ContentWise	SU12106CM	Delta Digital Video	SL11518	Dternity Storage by Fujifilm	SL7613
Continental Electronics Corporation	N7520	DELTA MECCANICA s.r.l	C1555	DTV Innovations	SU10421
Contour Design, Inc.	SL13018	DELTACAST Developer Solutions	SL9416	DVBControl (RTSS)	SU11410
Convergent Design, Inc.	C12316	DELTACAST Sport Graphics	SL9416	DVEO/Computer Modules Inc.	SU5724
Cooke Optics Limited	C5414	Deluxe Entertainment Services Group	SU11416	Dynacore Technology Co.,Ltd	C8539
Cool-Lux	C12042	Denz Präzisions-Entwicklung	C8036	Dynamic Drive Pool/Ardis Technologies	SL4705
Coonix	C3361DP	DesignLED Technology Co., (HK) Ltd	C1459	Dynamic Perspective GmbH	C10545
Copper Development Association	C1049	DeSisti USA-Desmar Corporation	C6008	DynaMount	N6919
Core SWX	C10248	Detour	N8215	DZ Solutions Enterprises, Inc.	SU12324MR
Corning	SL11618	DEVA BROADCAST / SOUND4	N8717		
COSHIP Electronics Co., Ltd.	SU12017	Dexin Digital Technology Corp. Ltd	SU7322	E	
Cotech	C358	Deyan Automation Systems	N5917	[E ³] Engstler Elektronik Entwicklung GmbH	C8336
Countryman Associates, Inc	C1722	DH Antenna	OE904	Eaglepix Systems LLC	SU10524
COVELOZ Technologies Inc.	N3706	Dialight Corporation	C1246	Eartec	C8343
CPI	N7610, SU5402	Dielectric	C2613	Earthworks, Inc.	C12345
Crawford Media Services, Inc.	SU8510	DiGiCo UK Limited	C3118	Easy Live	LSU1
CREATELED	C859	Digigram	N8414	Easy Media Suite	N5314
Crenova Multimedia Co., Ltd	SU11026MR	Digital Alert Systems	N5009	EasyBroadcast	SU14810
Crispin Corporation	N4331	Digital Anarchy	SL5228	EchoStar Satellite Services L.L.C.	SU8121
Crown Broadcast	N6927	Digital Bedrock	SL15516	EchoStreams	SL14209
Crown Castle	SU12018	Digital Broadcast	N6527	ECHOTAG	N6215AD
Crucial IP Inc.	N6218	Digital Domain	N614VR, Encore	ECONCO	N7610, SU5402
Crystal	SU11017	<i>See information page 71</i>		Edgeware	SU9602CM
Crystal Vision Ltd.	N3010	Digital Film Technology GmbH	Westgate	Editec International Pte. Ltd.	SU10512
CTU Systems	SU14308	Digital Forecast Co., Ltd.	C10122	EdiShare	SL9716
Cubic Motion	N925FP	Digital Immersion	N1217VR	EEG Enterprises, Inc	SL7610
Cubix	SL14317	Digital Nirvana	SU13113	Egatel	SU9810
CueScript	C10618	Digital Production Buzz	SL12405	Egripment B.V.	C5343
CV Support Limited	C6939	Digital Watermarking Alliance	C3630CS	EITV	SU1721
CW Sonderoptic GmbH	C4345	Dimetis GmbH	SU6713	EIZO Inc.	SL13916
		Disk Archive Corp	SL6025	EKT - WE'VE GOT THE POWER	SU13907
		Display Devices, Inc.	SU14507	ELBER SRL	SU5805
		Dissolve	C1147	Elecard	SU9521
		Diversified	N5319	Electro-Voice	C5409
		DivvyCloud	N2431SP-A	ELEMENTS (SysLink GmbH)	SL16016MR
		DJB Software Inc dba DJBRadio (Digital JukeBox)	N6234	Emblematic Group	N324FP
		DJI	C2807	Embrionix Design Inc	N4520
		DMG LUMIERE	C10345	eMotimo INC.	C7743
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Empress Media Asset Management	SL14509	FilmFabriek BV	SL10730	GAudio Lab	N605VR
ENCO Systems, Inc.	N2024	FilmLight	SL3828	GB Labs Ltd	SL5516
Encoding.com	SU10513	Filmpower Technology Limited	C746	Gearhouse Broadcast	OE836, OE841
Encompass Digital Media	SU321	FilmTrack	N5324	Gecko-Cam GmbH	C8636
<i>See our ad on page 13</i>		FIMS (Framework for Interoperable Media Services)	N1431FP	GEN ENERGY	C10119
ENENSYS Technologies	SU7813, N328FP	Fincons Group	SU11804CM	Genelec, Inc.	C4742
Ensemble Designs	N1819	FingerWorks Telestrators	SL5130, SL5421	General Dynamics SATCOM Technologies	OE1304
Entaniya	N911VR	FIS Blue Inc.	C6949	Geniatech Inc Ltd	SU10412
Epidemic Sound	N2533SP-A	FJS International LLC	C12430	Genmix Technology Co., Ltd.	C10118
Epiphan Video	SU6925, LSU3	FLANDERS INVESTMENT & TRADE	SU9817	GeoGuard	SU12118
Epson America, Inc.	C1325	Flanders Scientific, Inc.	SL6328	Gerling & Associates, Inc.	OE601
EQUINIX	SU10102CM, SU155CMMR	Flash Technology	C12829	GIEC DIGITAL (HONG KONG) COMPANY LIMITED	SU13013
Erector Sets, Inc.	C6746	FLIR Systems, Inc.	N1207VR	GIGABYTE TECHNOLOGY CO., LTD.	SL12108
ERI-Electronics Research, Inc.	C2030	FloLight	C8612	Gigatronix Ltd	C12334
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Eron Elektronik	C12043	FLX Systems	SU13707CM	GigPeak, Inc.	SU11324MR
ERSTREAM VIDEO DELIVERY COMPANY	SU12003CM	FlySwipe	SU13014	Glensound (UK)	N5108
ESE	C2539	Focusrite	C1831	Glidecam Industries, Inc.	C5113
Estructure Media Systems	SL5421	Footage.net	SL14810	Globant, LLC	Wynn
ETC	C4342	FOR-A	C5117	Globecast	SU11106CM
Ethertronics	Westgate	Ford	N2503	Globecom Systems Inc.	SU5921
ETL Systems LTD	SU7823	Ford Commercial Vehicles	C3747	GLOOKAST	SU11010
Eurofins Digital Testing	SU9817, N528FP	Forecast Consoles	C9912	Glyph Production Technologies	SL15105
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Eurotek S.r.l.	C1256	Foundry	Renaissance	Google	SU218, Wynn
Eutelsat	SU3421	FoxFury Lighting Solutions	C2158DP, C2357DP	GoPlug Bags	C3360DP
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Extron Electronics	SL10610	Frontline Communications	C6508	GrayMeta	S201LMR
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F		FUJIFILM North America Corporation - Optical Devices	C7225	GREAT Britain Meeting Room	SL5725
F&V	C9143	Futuri Media	Encore	GREAT Britain Pavilion	N5924
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 IneoQuest, a Telestream company SU6102
 Inetsat SU11918
 Infomedia Technologies Corp. N3228
 Inneos N1313VR
 Innodisk Corporation SL14605
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 INOVATIV C1451
 Inovonics, Inc. N8029
 Inside Secure Wynn
 Inspired Energy, LLC C155
 Insta360 N602VR
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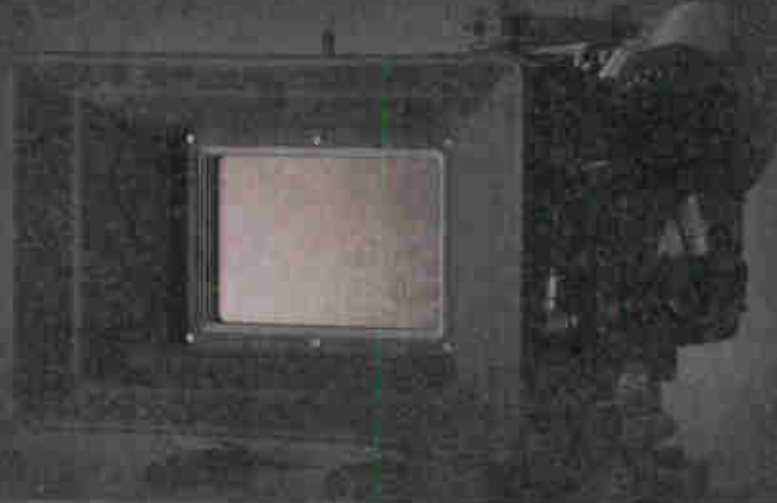


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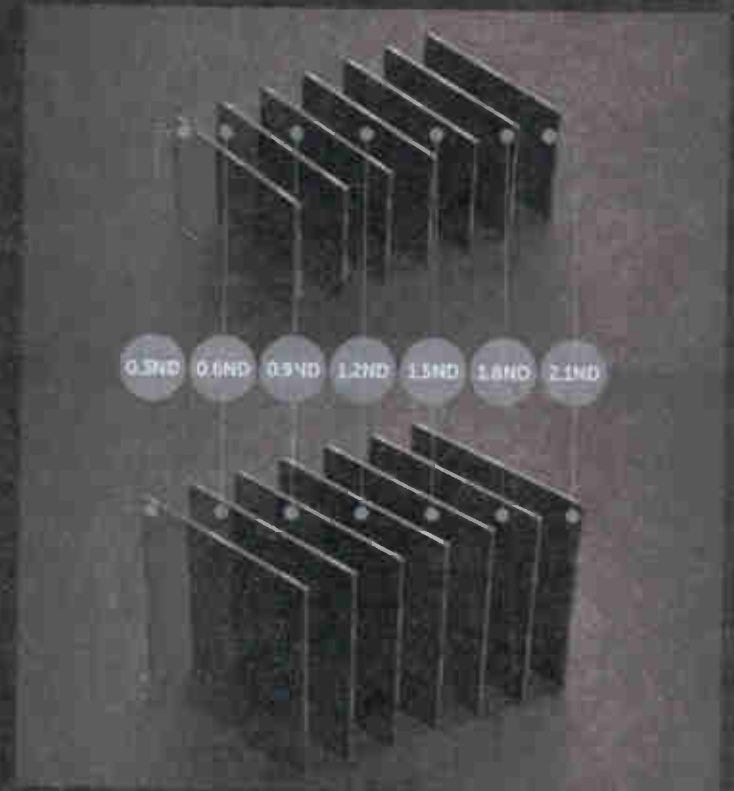
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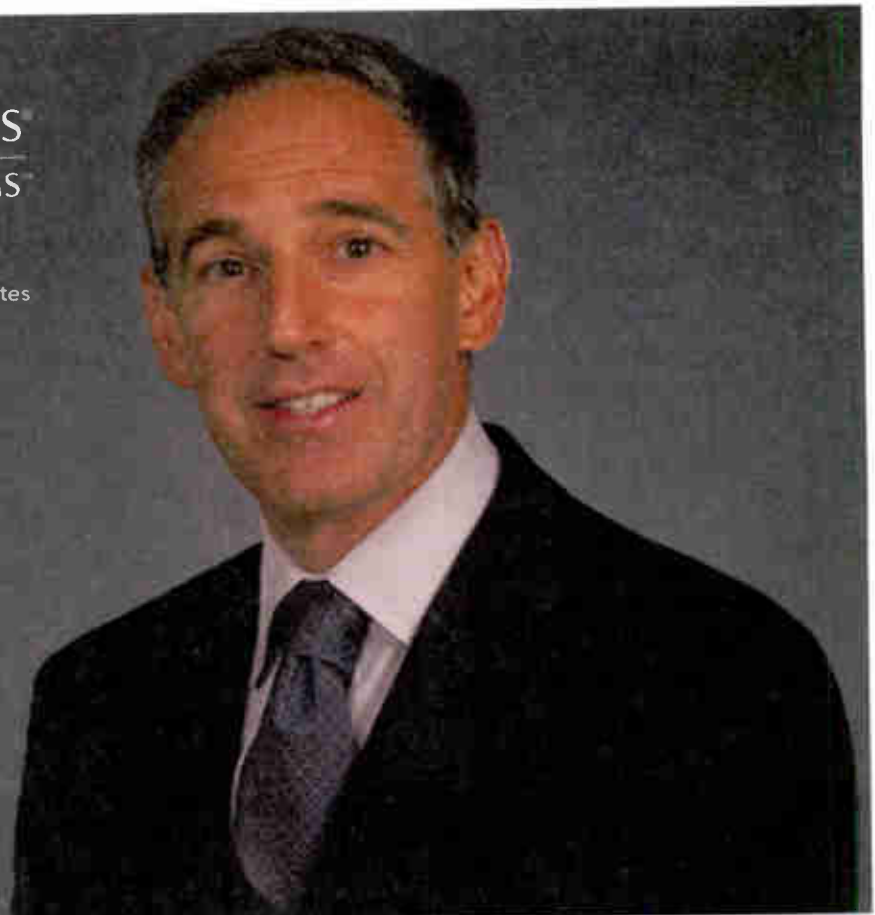
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 OWC Digital SL8905
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 Plisch GmbH SU5805
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 Pointmaker LLC SL13118
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 Pomfort GmbH C8136
 Pond5.com C11733
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 postPerspective SL8826
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 Pro Co Sound C1150
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 ProConsultant Informatique N3120
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Qualcomm Technologies Inc	SU11013
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Quantum Corporation	SL5705, SL5810
Quantum5X Systems, Inc.	C1539
Quasar Science	C12643
Quicklink	SL5222
Quickplay	SU1102CM
Quintech Electronics / DEV Systemtechnik	SU6921
Qumulo	SL6605
Quobyte Inc.	SL10330

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R.L. Drake Holdings LLC	SU7521
R.T.S., Inc.	C8843, C8845
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Really Right Stuff	C9147
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Ross Video Limited

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RSG Media Systems	N1716, Wynn
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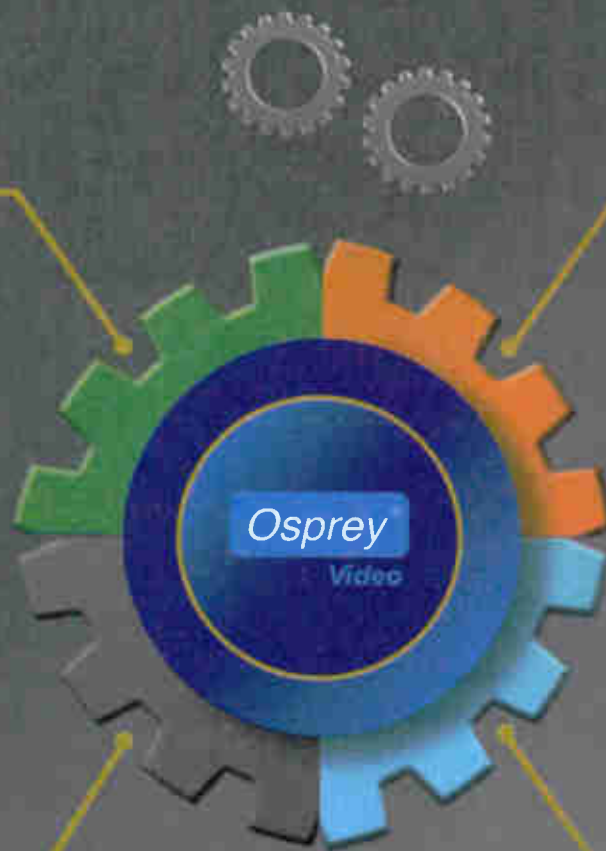
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Vertical Bridge

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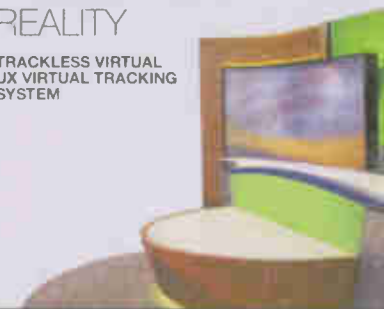
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Zacuto USA	C6643		
Zaxcom Inc.	C2330		
Zaxel Systems Inc.	SL5028		
ZeeVee, Inc.	SU14207		
Zero Density	SL2920		
ZEROTECH	C1316		
Zeticon	SU9817		
ZGC Inc./CookeOptics Limited	C5414		
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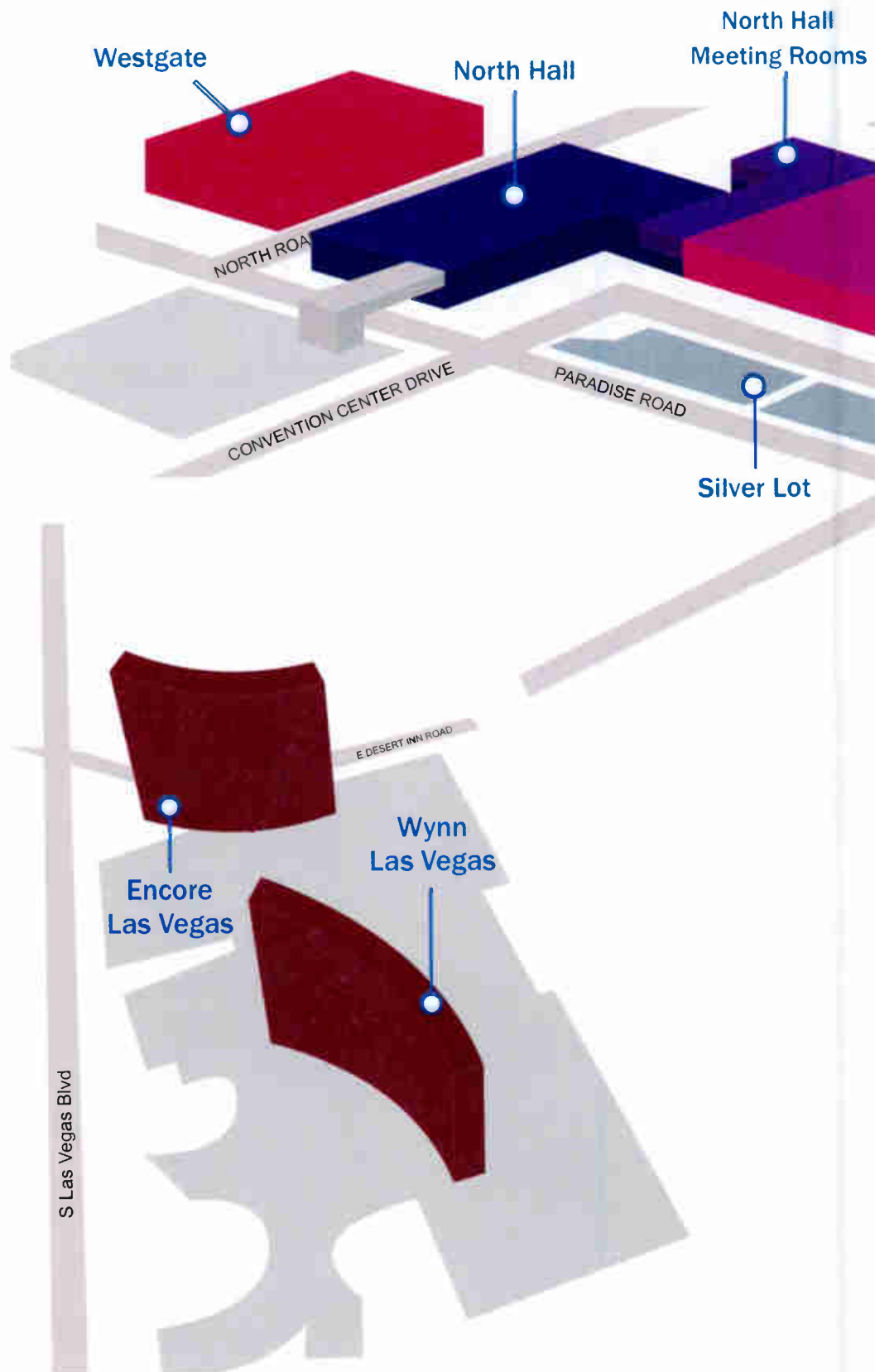
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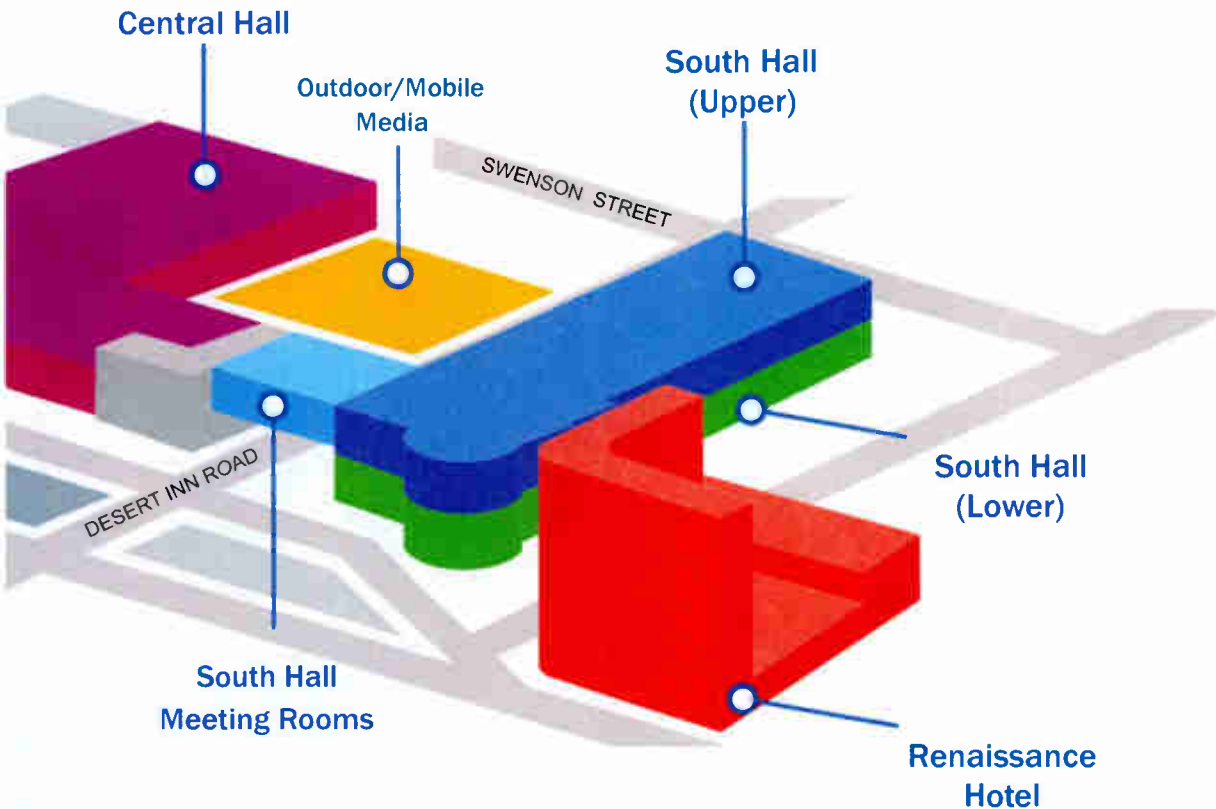
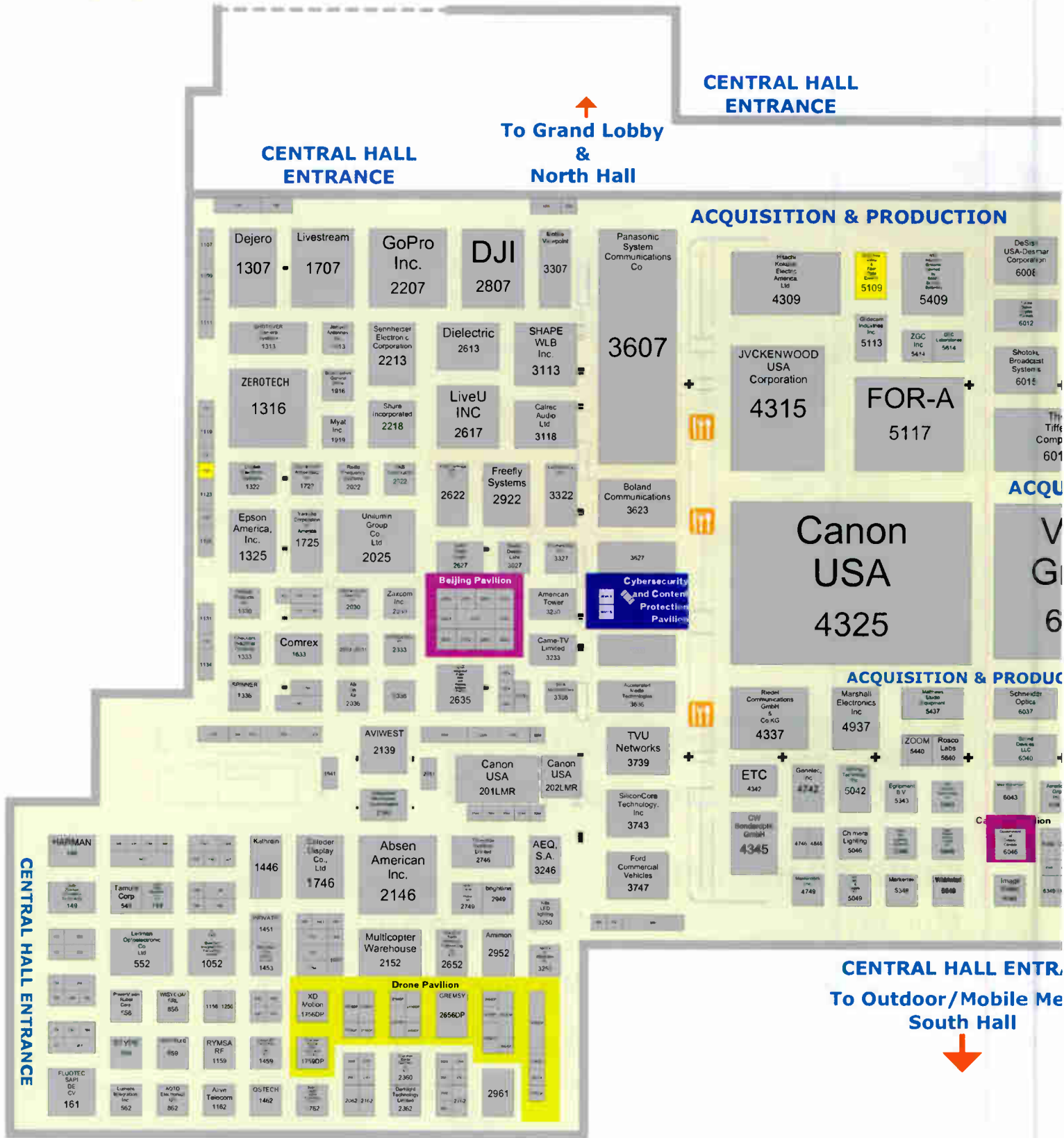


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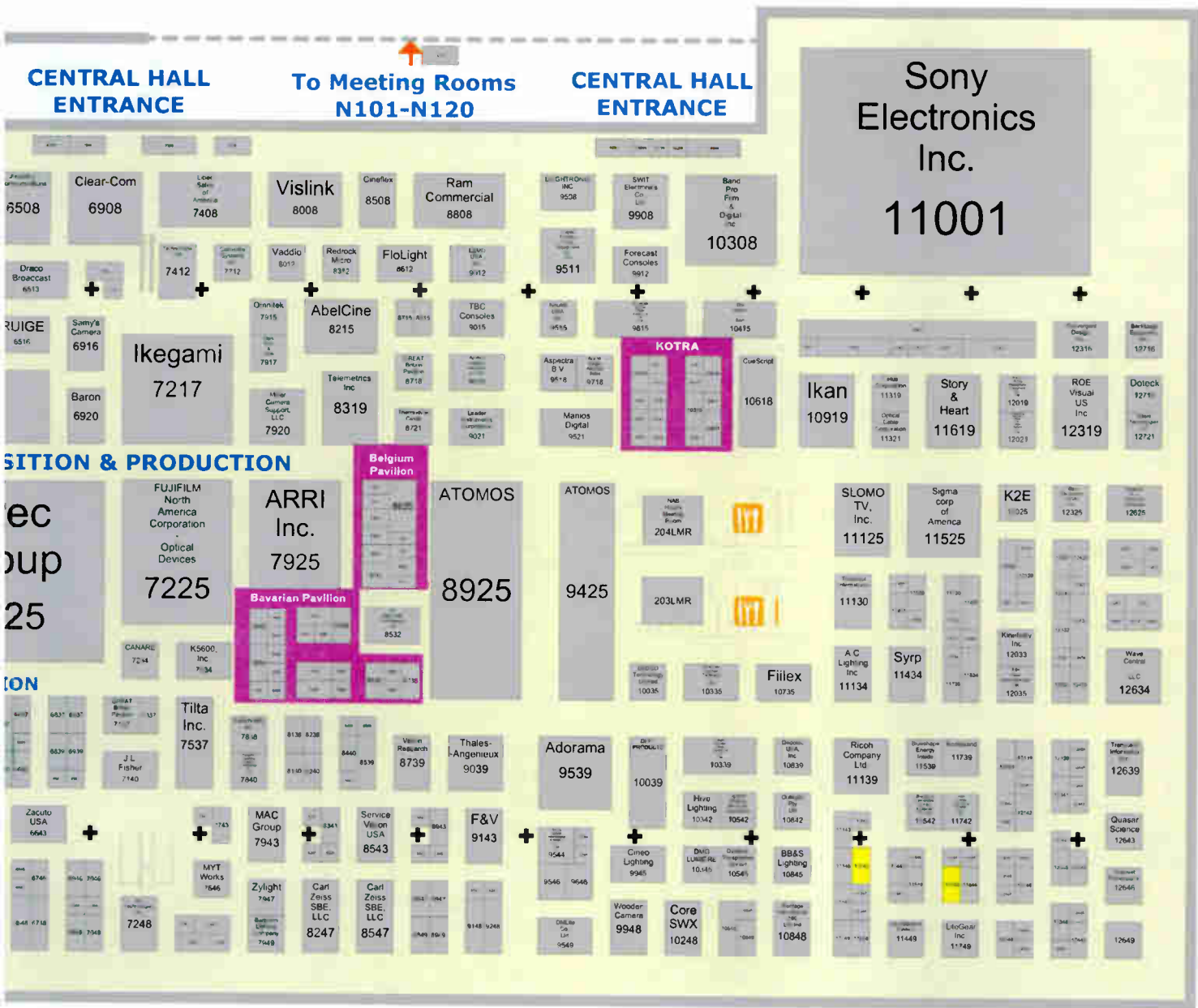
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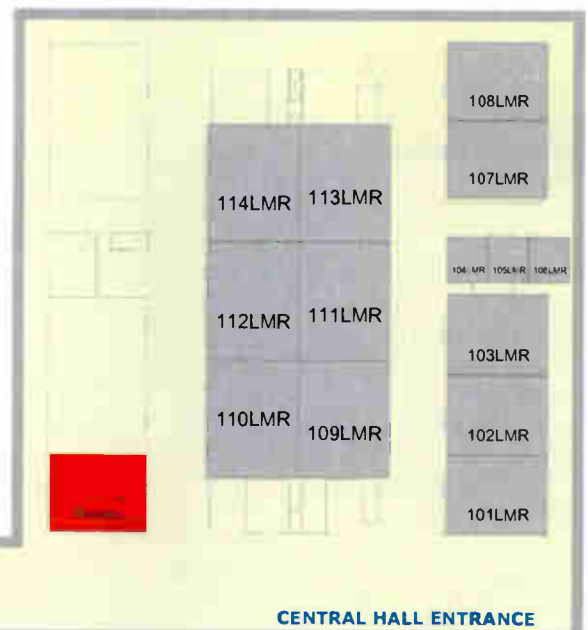
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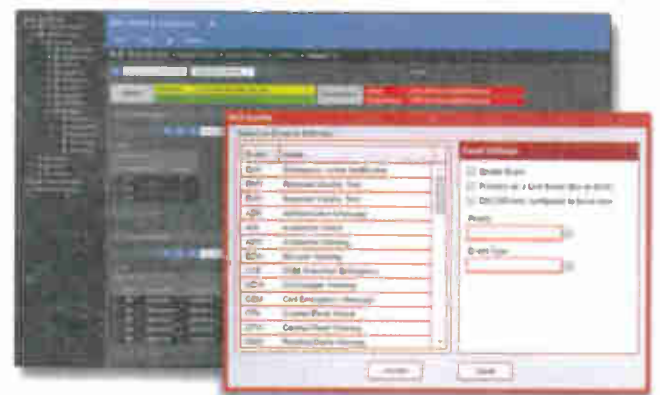


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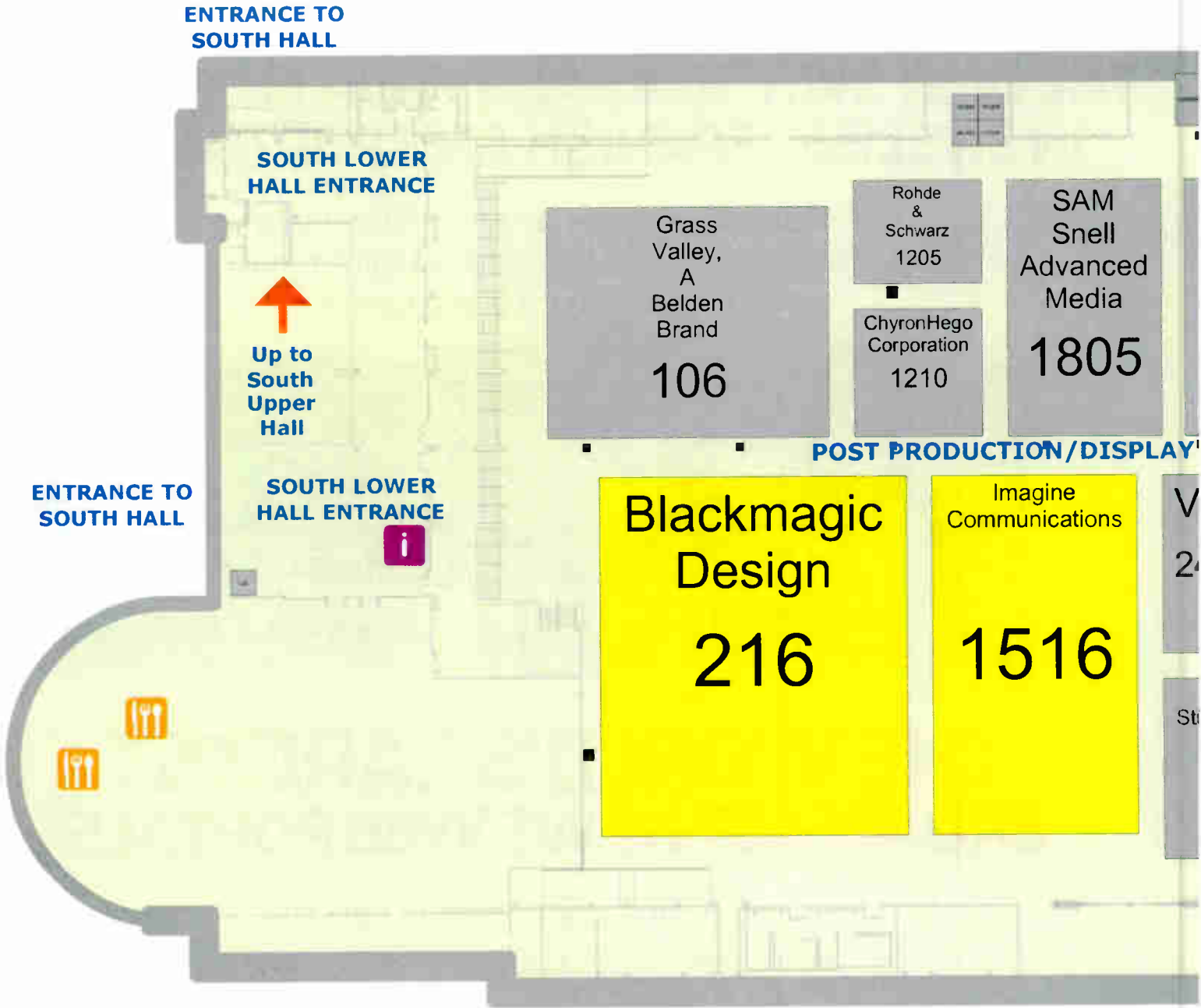
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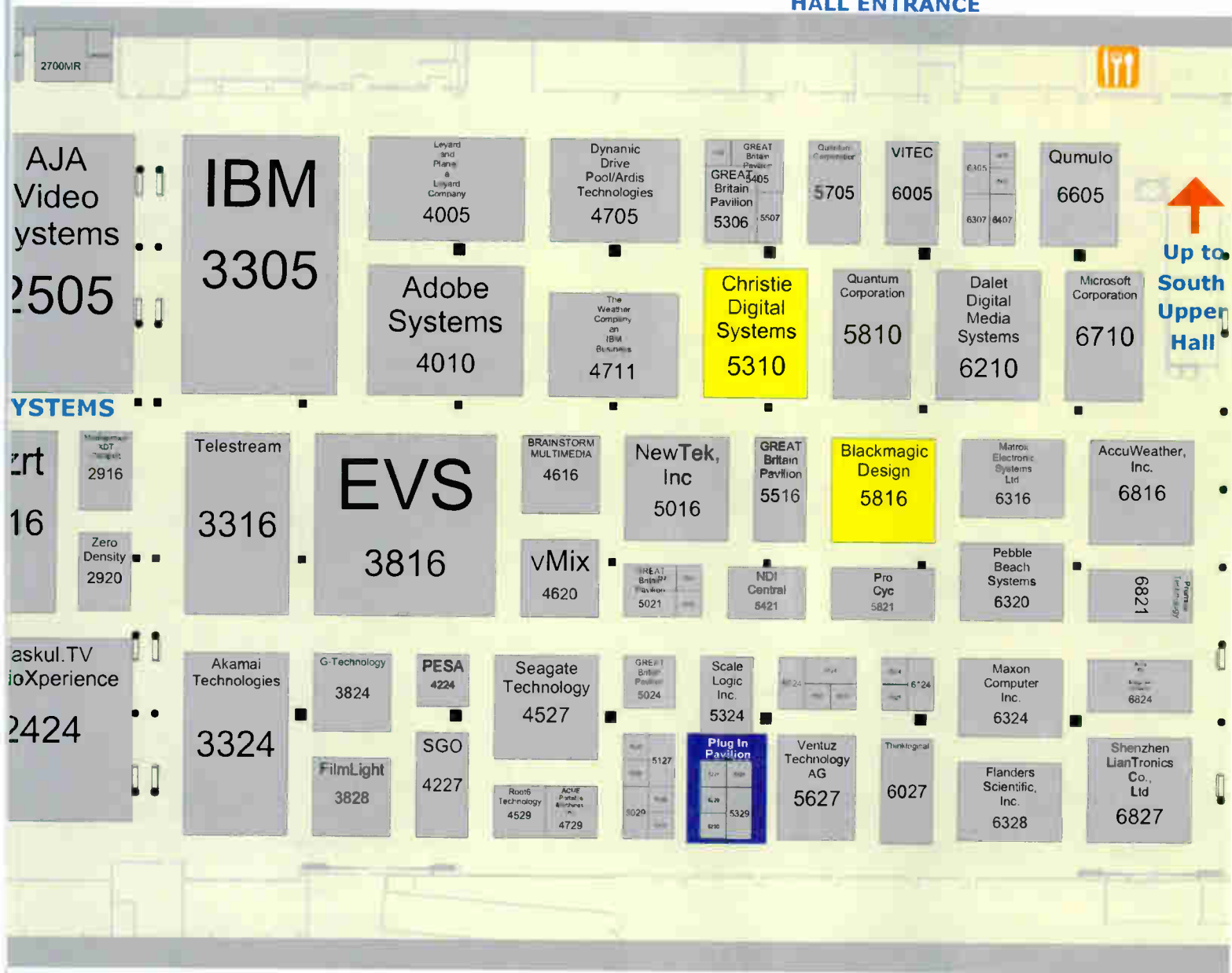
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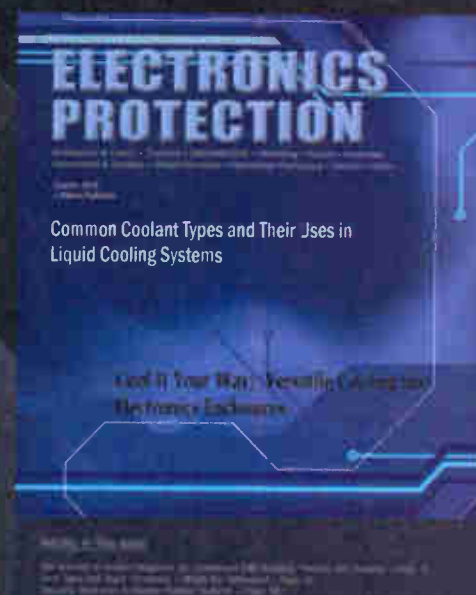
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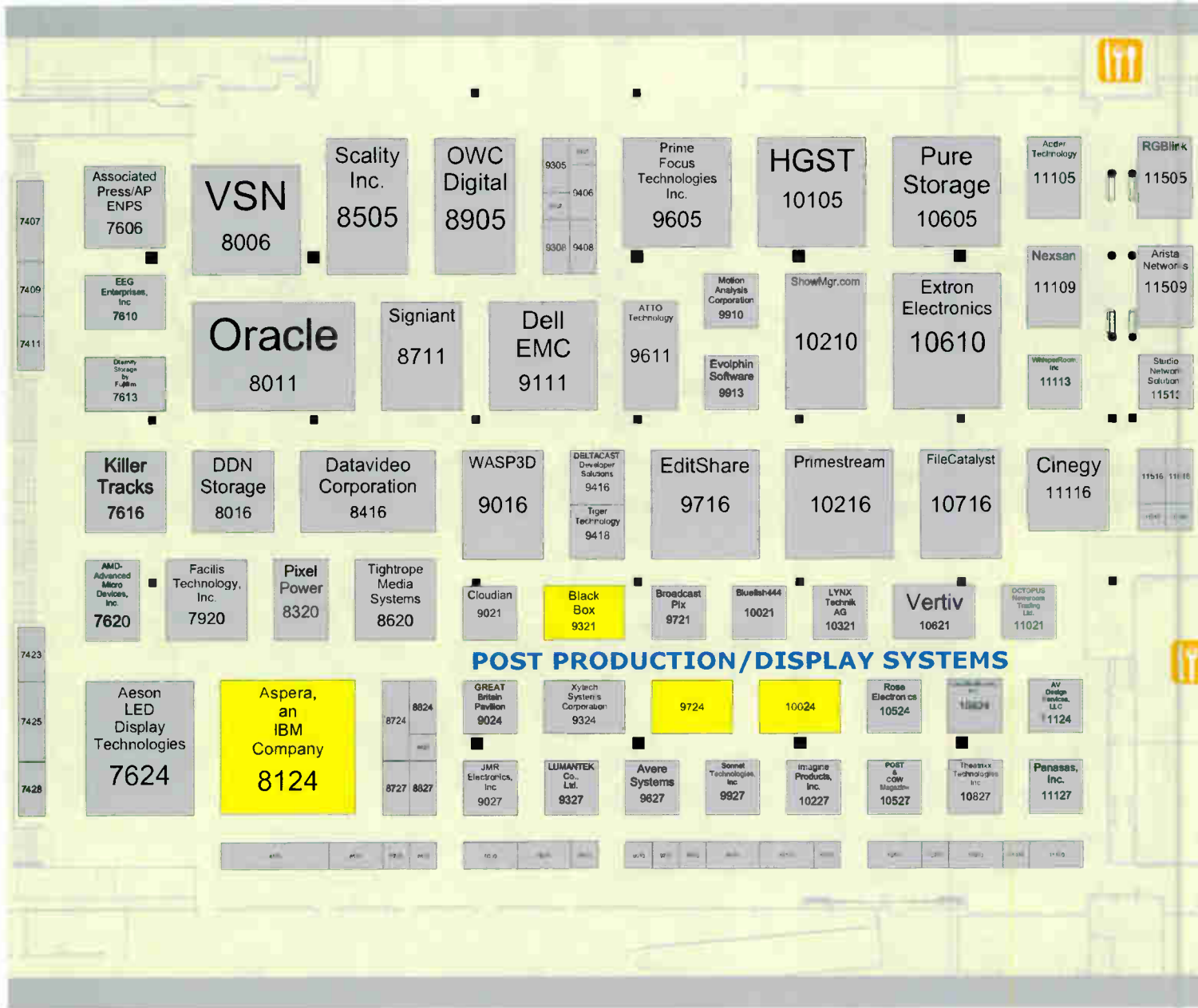
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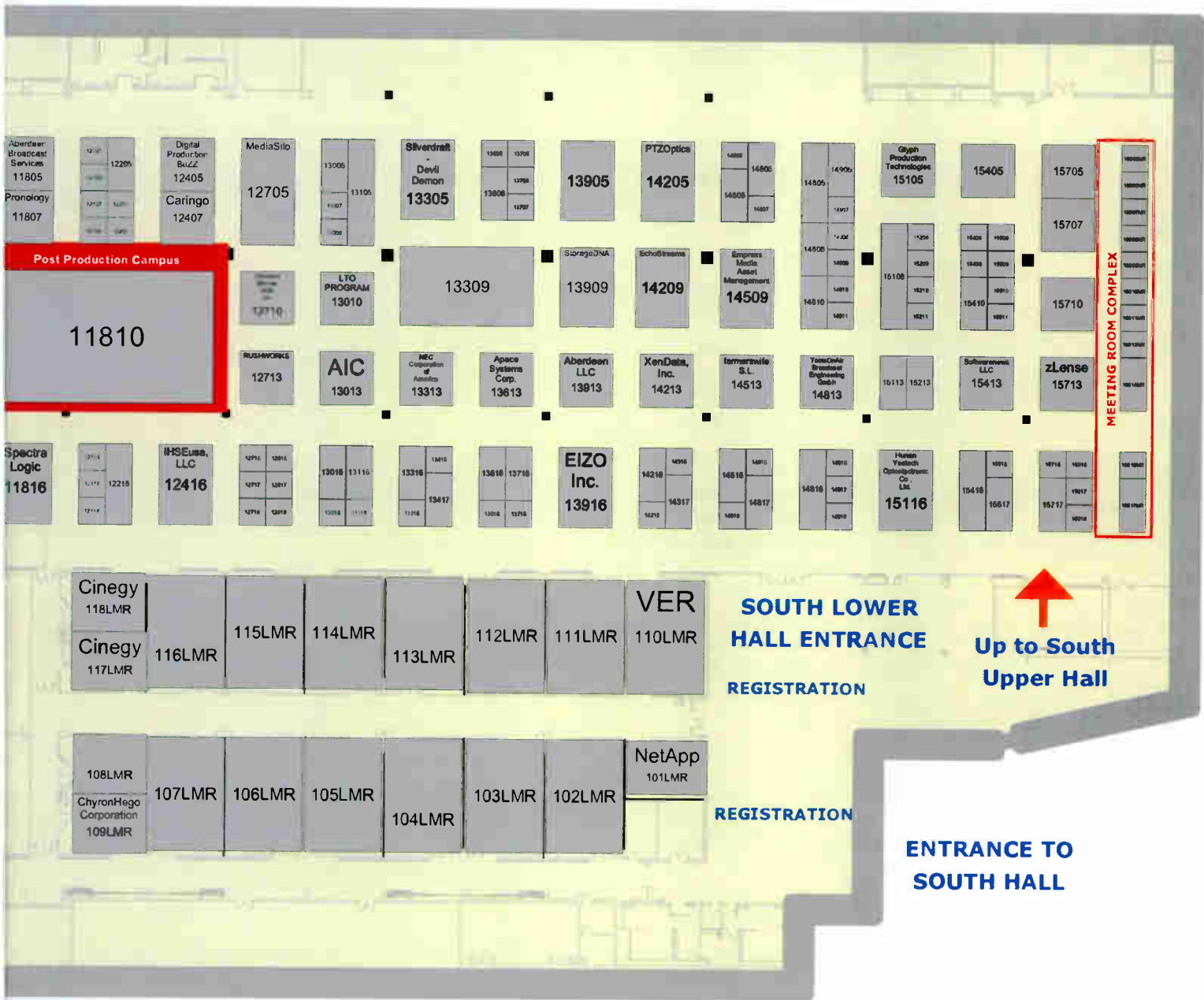
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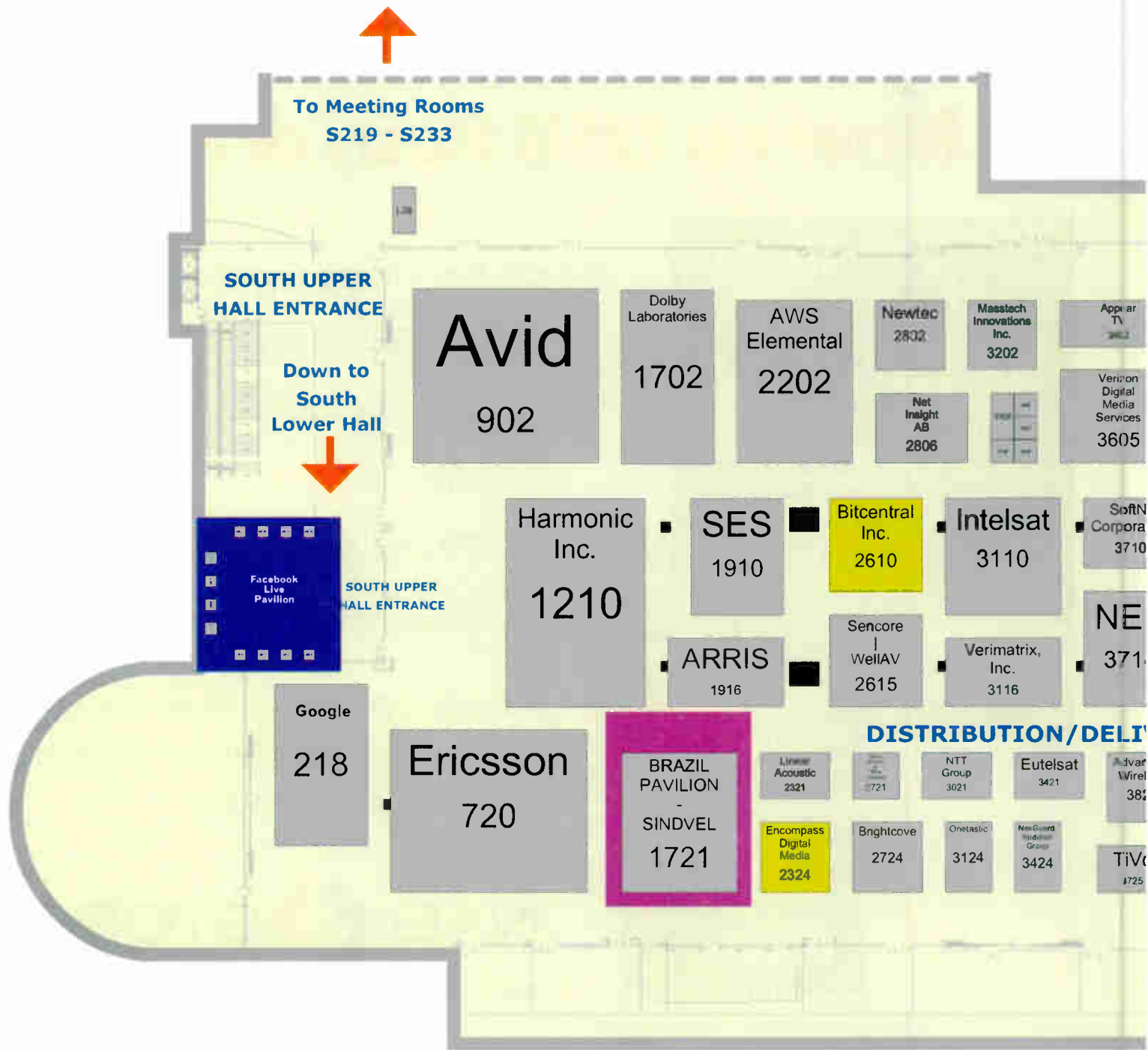
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APRIL 22-27, 2017
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SM

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Add "SU" to beginning of all booth numbers



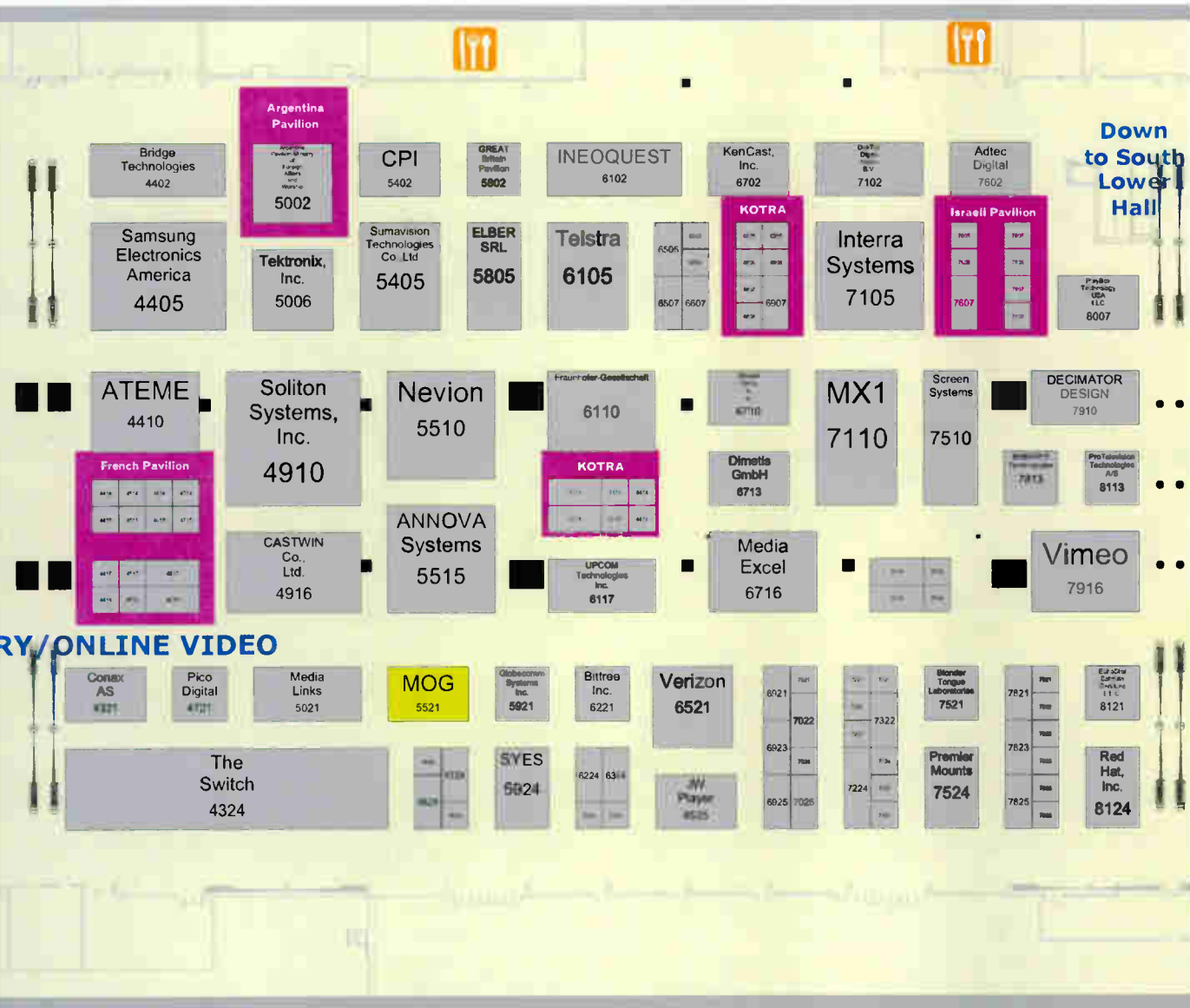
24i Media	SU11702CM
3Play Media	SU9524
3Way Solutions SA	SU10817

A	
ABOX42 GmbH	SU9821
Accedo	SU9205CM
Access Intelligence, LLC	SU9625
Actus Digital	SU11021

Adtec Digital	SU7602
Advanced Microwave Components	SU6605
Advantech Corporation	SU11710
Advantech Wireless	SU3821
AHA Products Group	SU12002CM

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Airbroad	SU7024	Alticast Corporation	SU12706CM	Antik Technology	SU13904
Aircode	SU6806	Amagi Media Labs Pvt. Ltd.	SU12207CM	APERI	SU11413
Aldea Solutions	SU10121	Amazon Web Services	SU2202	Appear TV	SU3602
ALI Corporation	SU11624MR	Anevia	SU4417, SU11425MR	Applicaster	SU1224MR
ALPHA NETWORKS	SU11807CM	ANNOVA Systems	SU5515	Applied Instruments	SU6606

south hall (upper level)

Argentine Pavilion-Ministry of Foreign Affairs and Worship	SU5002
ARRIS	SU1916
Arrow Electronics, Inc.	SU10726MR
Artesyn Embedded Technologies	SU10724MR
Arvato Systems	SU5515
ASC Signal - Division of CPI	SU5402
Asia-Pacific Broadcasting	SU10512
AT&T Inc.	SU9416
ATBIS Co., Ltd	SU6906
ATEME	SU4410
ATEN Technology Inc.	SU9802CM
Atlanta DTH, Inc.	SU13713
Atria Logic Pvt Ltd	SU13112
ATX Networks	SU11621
Audible Magic Corporation	SU13608CM
Avateq Corp.	SU10713
Avid	SU902
AWS Elemental	SU2202
Axcen Photonics Corp	SU14206
Axinom	SU9004CM
Azilpix	SU9817

B

Babator - Media 2050 (HL) Inc	SU7606
BaishanCloud	SU9225
BBRIGHT	SU4418
Beamr Inc.	SU8007
Biquad Broadcast	SU1721
BIRTV2017	SU8924SR
Bitcentral Inc.	SU2610
Bitmovin, Inc.	SU9007CM
Bittree Inc.	SU6221
Blonder Tongue Laboratories	SU7521
Bolin Technology	SU10126
BoxCast	SU9926
BRAZIL PAVILION - SINDVEL	SU1721
Bridge Technologies	SU4402
Brightcove	SU2724
Broadband Technology Report	S209LMR
Broadcast India Show 2017	SU8922SR
Broadcast Wireless Systems	SU14205
BroadcastAsia / Broadcast Indonesia	SU9021SR
Broadpeak	SU10302CM
Broadway Video	SU10225
BTESA - Broad Telecom	SU10410
BumBox	LSU7
BUSINESSFRANCE-French Pavilion	SU4415

C

CABSAT 2018	SU8921SR
Capella Systems, LLC	SU6923

CAPER Show Argentina	SU8925SR
castLabs Inc.	SU12008CM
CASPAL TECHNOLOGY INC., SHENZHEN	SU12021
CASTWIN Co., Ltd.	SU4916
Cavena Image Products AB	SU8513
CCBN 2018	SU9025SR
Cedexis	SU7921
China Telecom	SU9324
CHYRO-MEDIACTIVE GROUP	SU4518
CinaMaker	SU12102CM
CineCert LLC	SU6226
Cisco	SU8502CM
CM IP Debate Theatre	SU10404CM
CM IP Lounge	lounge, SU12205CM
CM IP Meeting Room	SU154CMMR, SU13702CMMR
CM IP Presentation Theatre	SU13005CM
CM IP Sales Office	SU10502CM
CM IP Studio	SU13502CM
Comprimato Systems s.r.o.	SU11724MR
Comtech Xicom Technology, Inc.	SU3308
Conax AS	SU4321
Contemporary Research	SU9221
Content Armor	SU4515
ContentWise	SU12106CM
COSHIP Electronics Co., Ltd.	SU12017
CPI	SU5402
Crawford Media Services, Inc.	SU8510
Crenova Multimedia Co., Ltd	SU11026MR
Crown Castle	SU12018
Crystal	SU11017
CTU Systems	SU14308

D

D2D Technologies	SU7924
DAWNco	SU3407
DCL - DigiCaster	SU9005CM
DECIMATOR DESIGN	SU7910
DekTec Digital Video B.V.	SU7102
Delmondo	LSU11
Deluxe Entertainment Services Group	SU11416
Dexin Digital Technology Corp. Ltd	SU7322
Digital Nirvana	SU13113
Dimetis GmbH	SU6713
Display Devices, Inc.	SU14507
Dolby Laboratories	SU1702
DS Broadcast, Inc	SU6907
DTV Innovations	SU10421
DVBControl (RTSS)	SU11410
DVEO/Computer Modules Inc.	SU5724
DZ Solutions Enterprises, Inc.	SU12324MR

E

Eaglepix Systems LLC	SU10524
Easy Live	LSU1
EasyBroadcast	SU14810
EchoStar Satellite Services L.L.C.	SU8121
ECONCO	SU5402
Edgeware	SU9602CM
Egatel	SU9810
EITV	SU1721
EKT - WE'VE GOT THE POWER	SU13907
ELBER SRL	SU5805
Elecard	SU9521
Encoding.com	SU10513
Encompass Digital Media	SU2324
ENENSYS Technologies	SU7813
Epiphan Video	SU6925, LSU3
EQUINIX	SU155CMMR, SU10102CM
Ericsson	SU720
ERSTREAM VIDEO DELIVERY COMPANY	SU12003CM
ETL Systems LTD	SU7823
Eurofins Digital Testing	SU9817
Eutelsat	SU3421

F

FierceMarkets	SU10525
Fincons Group	SU11804CM
FLANDERS INVESTMENT & TRADE	SU9817
FLX Systems	SU13707CM
FlySwipe	SU13014
Fortium Technologies	SU11708CM
Frankly	SU9506CM
Fraunhofer IDMT	SU6110, SU6110
Friend MTS	SU10702CM

G

Geniatech Inc Ltd	SU10412
GeoGuard	SU12118
GIEC DIGITAL (HONG KONG) COMPANY LIMITED	SU13013
GigPeak, Inc.	SU11324MR
Globecast	SU11106CM
Globecomm Systems Inc.	SU5921
GLOOKAST	SU11010
Google	SU218
Grabyo	LSU6
GrayMeta	S201LMR
Gridless Power	SU9924

H

HARMAN	S218LMR
Harmonic Inc.	SU1210

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Heartland Video Systems, Inc.	SU11924MR
Hexaglobe	SU4615
HISPASAT	SU9813
Hirachi Kokusai Linear	SU1721
Hybrik, Inc.	SU12708CM

I

i-Yuno Media Group	SU11914
IGOLGI, Inc.	SU5626
INA	SU4617
INATEL	SU1721
IneoQuest, a Telestream company	SU6102
Inetsat	SU11918
INTEK Digital Inc.	SU6808
Intel Corporation	SU9410, S204LMR, S205LMR, S206LMR,
Intelsat	SU3110
Inter BEE	SU9022SR
International Datacasting Corporation	SU7318
Interra Systems	SU7105
IPtec, Inc.	SU13613
ITEL SIS	SU10721
Ittiam Systems Inc.	SU14513
IW Microwave Products Division	SU7222

J

Jiangsu Yinhe Electronics Co., Ltd.	SU7316
JINMYUNG Broadcast	SU4916
JW Player	SU6525

K

KAE Corporation	SU7321
KAI MEDIA Co., Ltd.	SU6315
Kaltura	SU11406CM
KanexPro	SU10718
KBTA	SU6807
Keepixio	SU9102CM
KenCast, Inc.	SU6702
King Feng Co Ltd	SU9925
Kings-Winchester Electronics	SU3408
Kino-mo	SU8812
KOBA 2017 (Korea E&Ex Inc.)	SU9024SR
kontron	SU13605CM

L

L-3 Narda-MITEQ	SU5624
Limecraft	SU9817
Limelight Networks	SU10714, SU11424MR
Linear Acoustic	SU2321
LiveU INC	LSU2

M

Macnica Inc	SU12713
Magewell Electronics Co., Ltd.	SU12813
Markany Inc.	SU6905
MARUENG Co., Ltd.	SU6314
Massive	SU9008CM
Masstech Innovations Inc.	SU3202
MAZ Digital Inc.	SU13910
MEDIA & BROADCAST TECHNOLOGIES (MBT)	SU4715
Media Excel	SU6716
Media Links	SU5021
MEDIA PORTAL	SU1721
Mediamano	SU12004CM
MediaPlatform	SU7923
Mediaware	SU6607
Minnnetonka Audio Software	SU2321
Mirada	SU13607CM
MiraVid	SU9211
Mirror Image	SU13012
Mistserver	SU11704CM
MOG	SU5521
Monoprice	SU12117
Morpho, Inc	SU13911
MOSO POWER SUPPLY TECHNOLOGY CO., LTD.	SU13313
MulticoreWare	SU14002
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N

NAB/IABM Joint Member Lounge	S215LMR
NEP	SU3714
Net Insight AB	SU2806
NetUP	SU10712
Network Innovations	SU9210
Nevion	SU5510
NewBlueFX	SU7325
Newtec	SU2802
Nexeven	SU13708CM
NexGuard, Kudelski Group	SU3424
NicePeopleAtWork	SU7821
Nimbus, Inc.	SU6114
Norsat International Inc.	SU3406
Novella SatComs Ltd.	SU9111
NovelSat	SU10417
NPR Satellite Services®	SU6507
NTT Group	SU3021

O

OBM DISTRIBUTION INC. dba SOFLY USA	SU13905
ONE CONNXT	SU7825

Onerastic	SU3124
Opera TV AS	SU12703CM
Opic Telecom	SU1721
Opticis USA	SU7025
Optima Stantron, an Elma Company	SU2721
Osprey Video	SU12221
OWNZONES Media Network, Inc.	SU12803CM

P

Paraqum Technologies (PVT) LTD	SU9224
PATHPARTNER TECHNOLOGY	SU9226
Pavwizard Group plc	SU9204CM
PCCW Global	SU11802CM
Peak Communications LTD.	SU7221
Peer5	SU7607
Perceptiva Labs	SU4614
PERFECT MEMORY	SU4714
Persistent Systems, LLC	S217LMR
Pico Digital	SU4721
Pixelot Ltd.	SU10822, SU11125MR
PIXTREE, Inc.	SU6414
Playlist Solutions	SU1721
Plisch GmbH	SU5805
Premier Mounts	SU7524
Promax Electronica SL	SU10414
ProTelevision Technologies A/S	SU8113
PSSI Global Services	SU3306

Q

Qarva	SU9902CM
Qualcomm Technologies Inc	SU11013, S208LMR
Quickplay	SU11102CM
Quintech Electronics / DEV Systemtechnik	SU6921

R

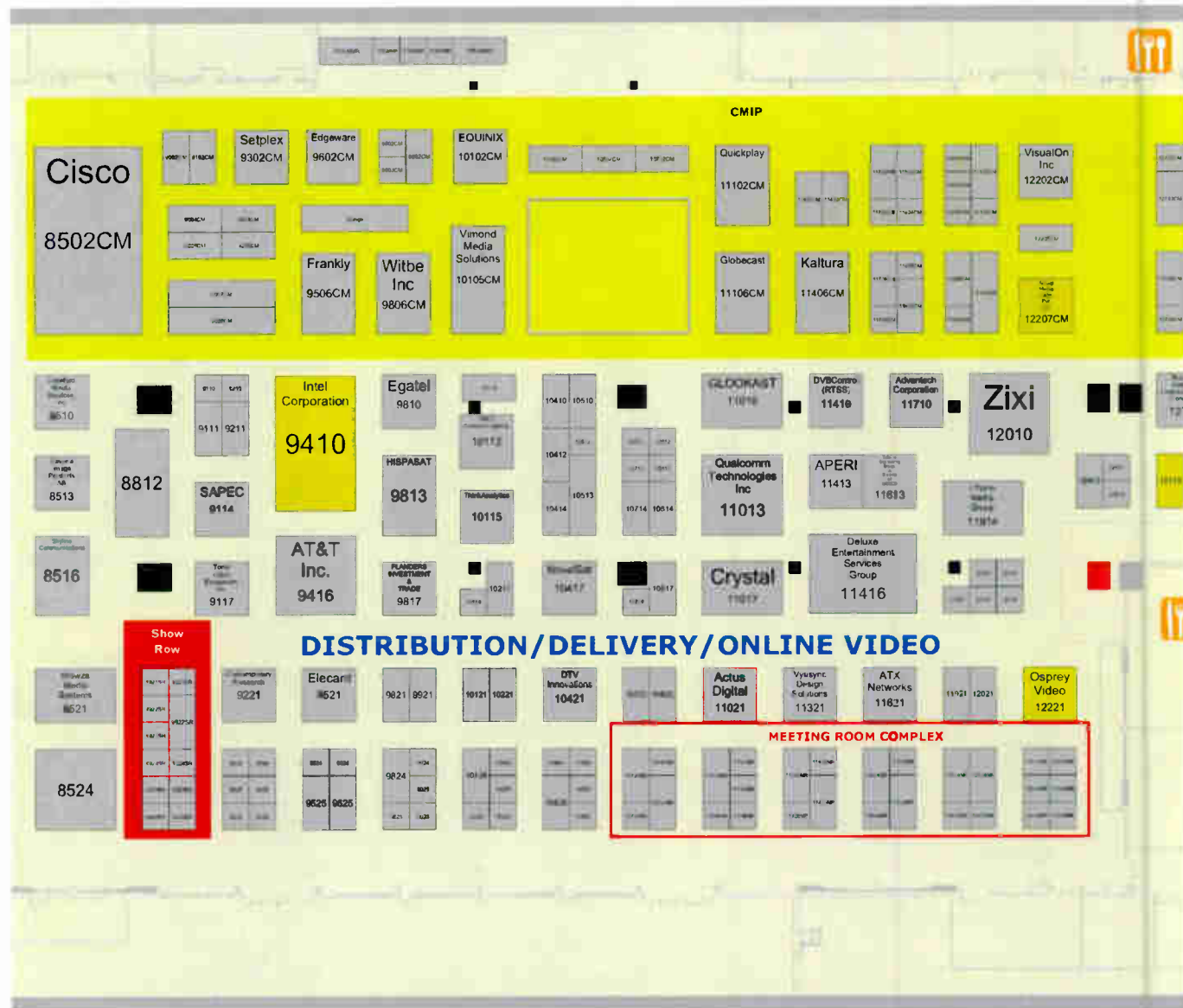
R.L. Drake Holdings LLC	SU7521
Red Hat, Inc.	SU8124
Research Concepts, Inc.	SU9110
RF Midia	SU1721
RiverSilica Technologies P Ltd.	SU13002CM
Roland Corporation U.S.	SU10124
Rumble	SU9525
Russian Satellite Communications Company	SU12710

S

Samsung Electronics America	SU4405
SAPEC	SU9114
Satellite Engineering Group, a Division of WESCO	SU11613
Satellite Markets and Research	SU10224
SatNews Publishers	SU12513

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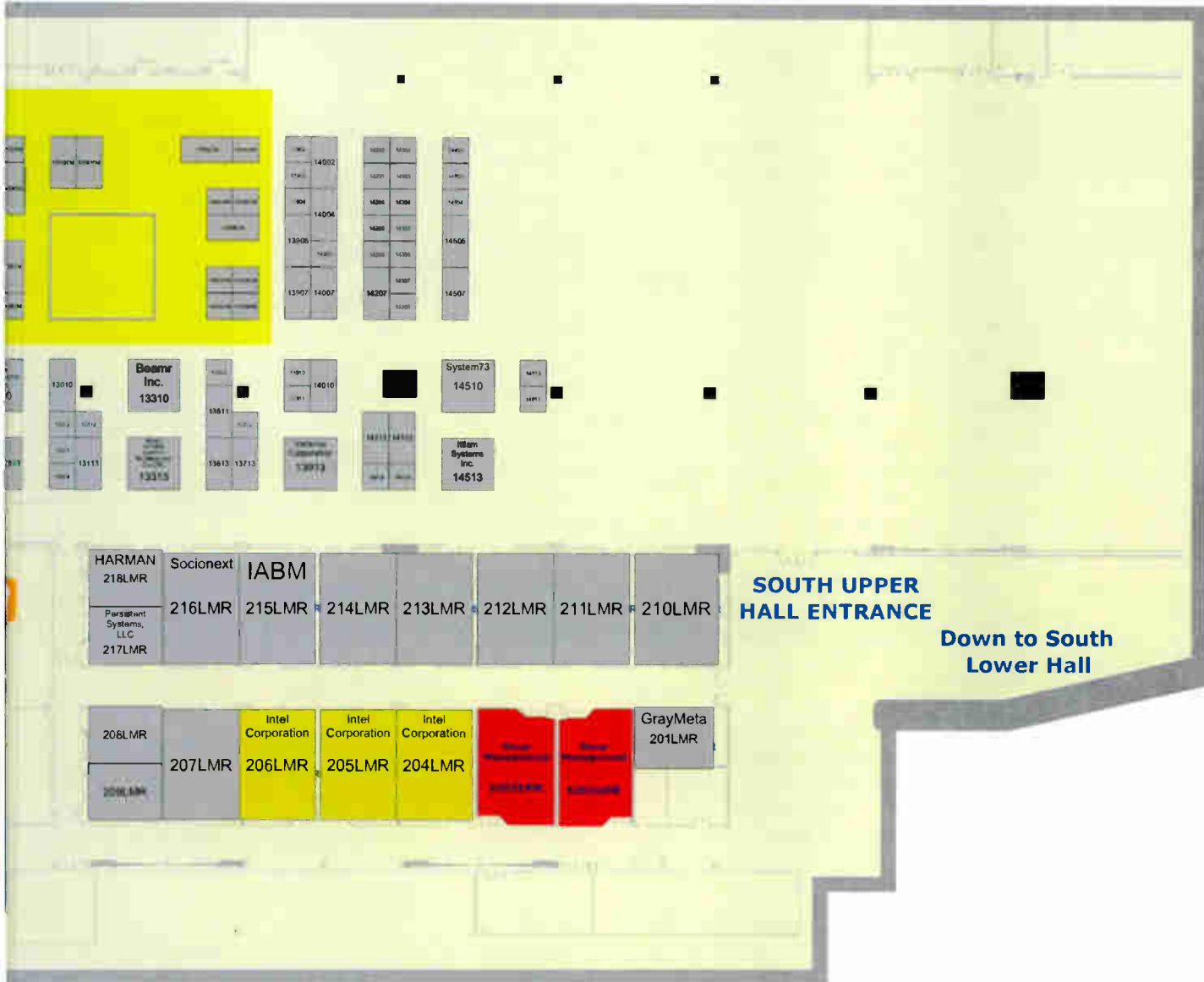
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ScheduAll	SU2806	SET - Brazilian Society of Television Engineering	SU8923SR	Shenzhen SVI Technology Co., Ltd	SU7223
Screen Systems	SU7510	Setplex	SU9302CM	ShowCase PRO	SU1721
SDNsquare	SU9817	SGT	SU4414	Sichuan Changhong Network Technologies Co., Ltd	SU11921
SDVI Corporation	SU7022	Shenzhen DataMax Technology Co., Ltd	SU14314	Siemens Convergence Creators GmbH	SU9002CM
Secure-IC	SU4415	Shenzhen Justek Technology Co., Ltd	SU12514	Simplestream Limited	SU12806CM
Sencore WellAV	SU2615	Shenzhen SDMC TECHNOLOGY Co., LTD	SU14214	Skyline Communications	SU8516
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Skyworth Digital Technology Co. Ltd SU11124MR
 SMPTE-Society of Motion Picture & Television Engineers L28
 SnapStream SU6324
 Socionext SU13712, S216LMR
 SoftNI Corporation SU3710
 Softwarenews LLC SU1721

Soliton Systems, Inc. SU4910
 Source Digital SU10226
 Spin Digital SU14212
 SPORTZCAST SU7326
 SQUADEO SU4514
 Squid SU10510
 Stage TEN LSU8

SU4910
 SU10226
 SU14212
 SU7326
 SU4514
 SU10510
 LSU8

Stirlitz Media SU6224
 Stream SU9325
 Stream Circle, a. s. SU6710
 Streamlyzer SU6326
 Streamroot SU10813
 StreamTest.net SU7516
 Suitest SU9803CM

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Sumavision Technologies Co.,Ltd	SU5405
Superior Access Solutions	SU13010
Switch Media	SU10110
Switcher Studio	LSU9
SYES	SU5924
System-on-Chip Technologies	SU9326
System73	SU14510

T

TAG V.S.	SU7224
Tango Wave	SU13610
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Tech4Home	SU9826
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Techstar	SU6115
Tecsys do Brasil	SU1721
Tektronix, Inc.	SU5006
Telairity	SU7021
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Telerynx	SU12808CM
Telescope	LSU4
Teletream	LSU5
TELEVES	SU10426
Televue	SU6415
Telstra	SU6105
TelVue Corporation	SU10221
TEST-TREE	SU7813
The RTI Film Group	SU10526
The Switch	SU4324
The Telos Alliance TV Solutions Group	SU2321
The Video Call Center	SU11806CM
THEoplayer	SU12702CM, SU13604CMMR
ThinkAnalytics	SU10115
Thomson Broadcast	SU4618
Titan US Corporation	SU7925
TiVo	SU3725
Toner Cable Equipment, Inc.	SU9117
Torque Video Systems	SU10424
TouchStream	SU6105
TQTV Software Ltda.	SU1721
TRedess	SU13611
TRYO Communications	SU10112
TSDA	SU1721
Tulix Systems	SU12104CM
TVIP Limited	SU13903

U

Unified Streaming	SU9624
UPCOM Technologies Inc.	SU6117

V

Vantrix	SU10825MR
Varnish-Software	SU7922
VDS	SU11017
VECTRACOM	SU4517
Venera Technologies	SU7518
Verance Corporation	SU13913
Verimatrix, Inc.	SU3116
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ViewLift	SU9824
VIGOUR	SU11706CM
Vimeo	SU7916
Vimond Media Solutions	SU10105CM
Vindicia	SU6105
Vintage Cloud AS	SU14010
VIP Lounge	SU8524
VisualOn Inc	SU12202CM
VoicelInteraction	SU9921
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VP Group	SU10812
Vyusync Design Solutions	SU11321

W

Wesco Broadband and Entertainment	SU11613
Wimobilis Digital Technologies	SU1721
Witbe Inc	SU9806CM
World Teleport Association	SU5726
Wowza Media Systems	SU8521

X

X SQUARE TECHNOLOGY	SU10217
Xcrypt, Inc	SU6805
Xstream A/S	SU13103CM
XTRMX	SU14007

Y

Yospace Technologies Ltd	SU5802
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Z3 Technology, LLC	SU10814
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ZyCast Technology Inc.	SU12006CM

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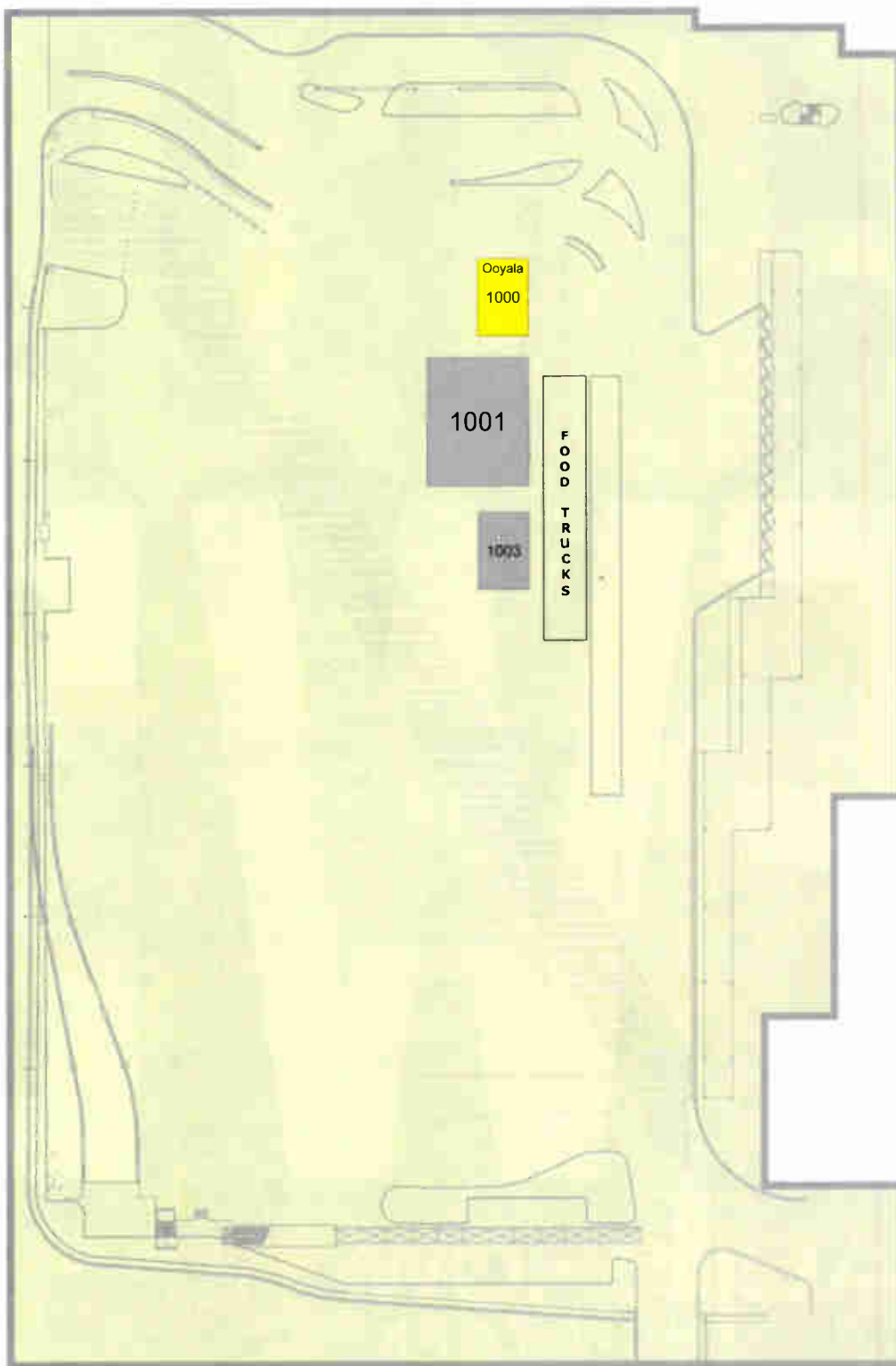
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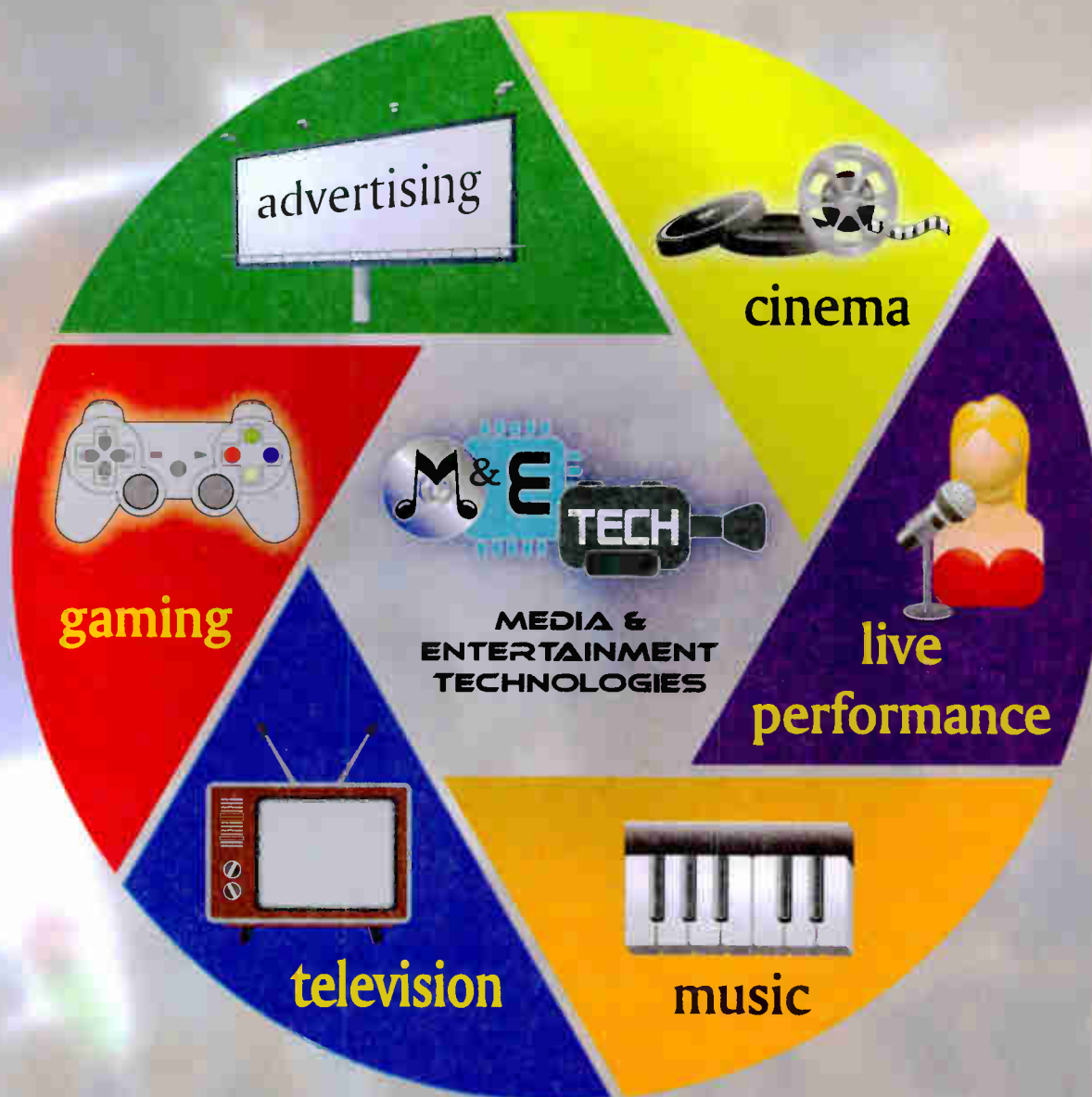
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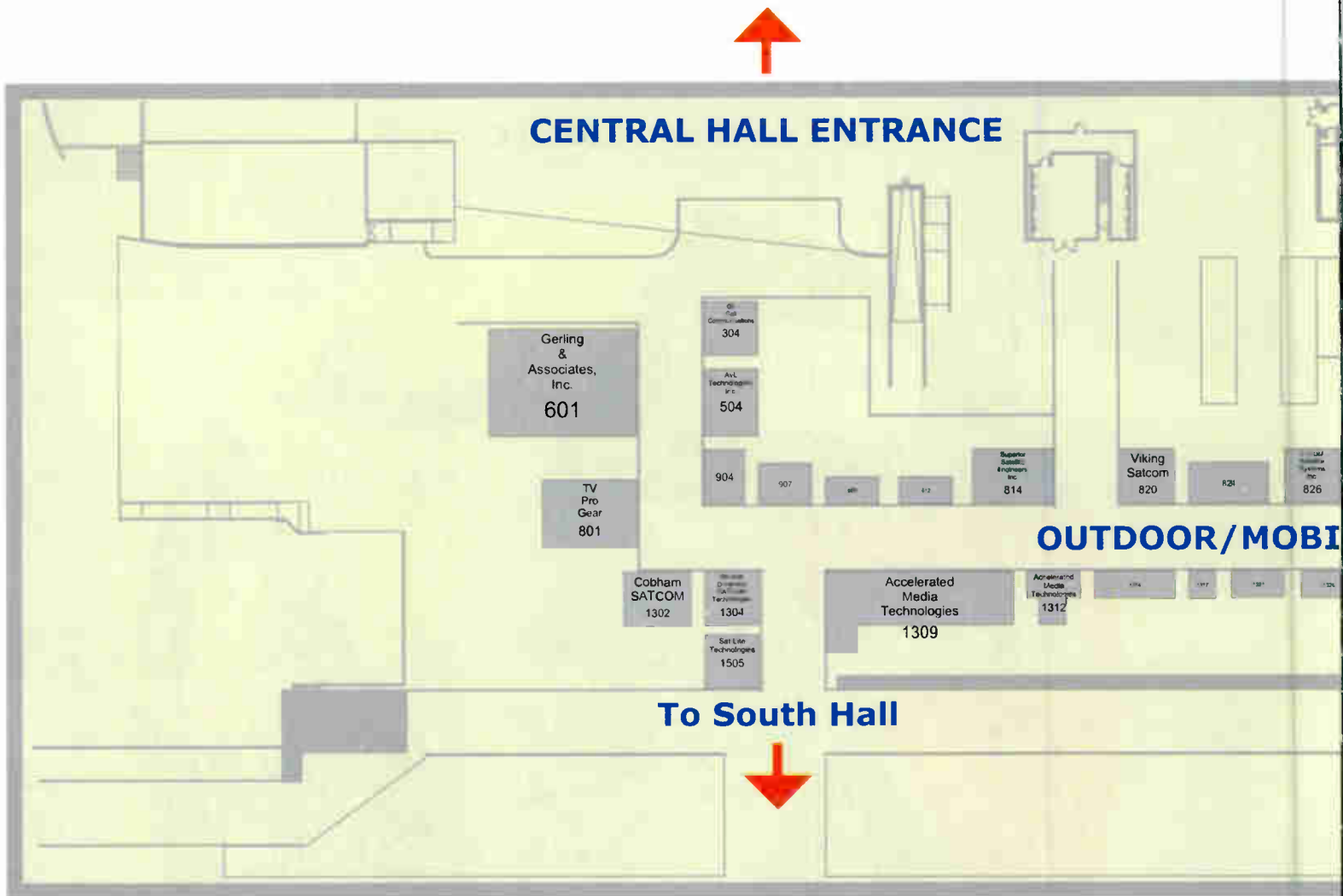
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outdoor mobile media

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A

Accelerated Media Technologies	OE1309, OE1312
Advantech Wireless	OE828
Allied Broadcast Group	OE812
AvL Technologies, Inc.	OE504

C

C-COM Satellite Systems Inc.	OE826
Challenger Communications	OE1328
Cinemills	OE1339
Cobham SATCOM	OE1302

D

DH Antenna	OE904
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G

Gearhouse Broadcast	OE836, OE841
General Dynamics SATCOM Technologies	OE1304
Gerling & Associates, Inc.	OE601

M

Microwave Video Systems	OE909
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Mobile Power	OE1326
MotoCrane	OE1332

O

On Call Communications	OE304
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Q

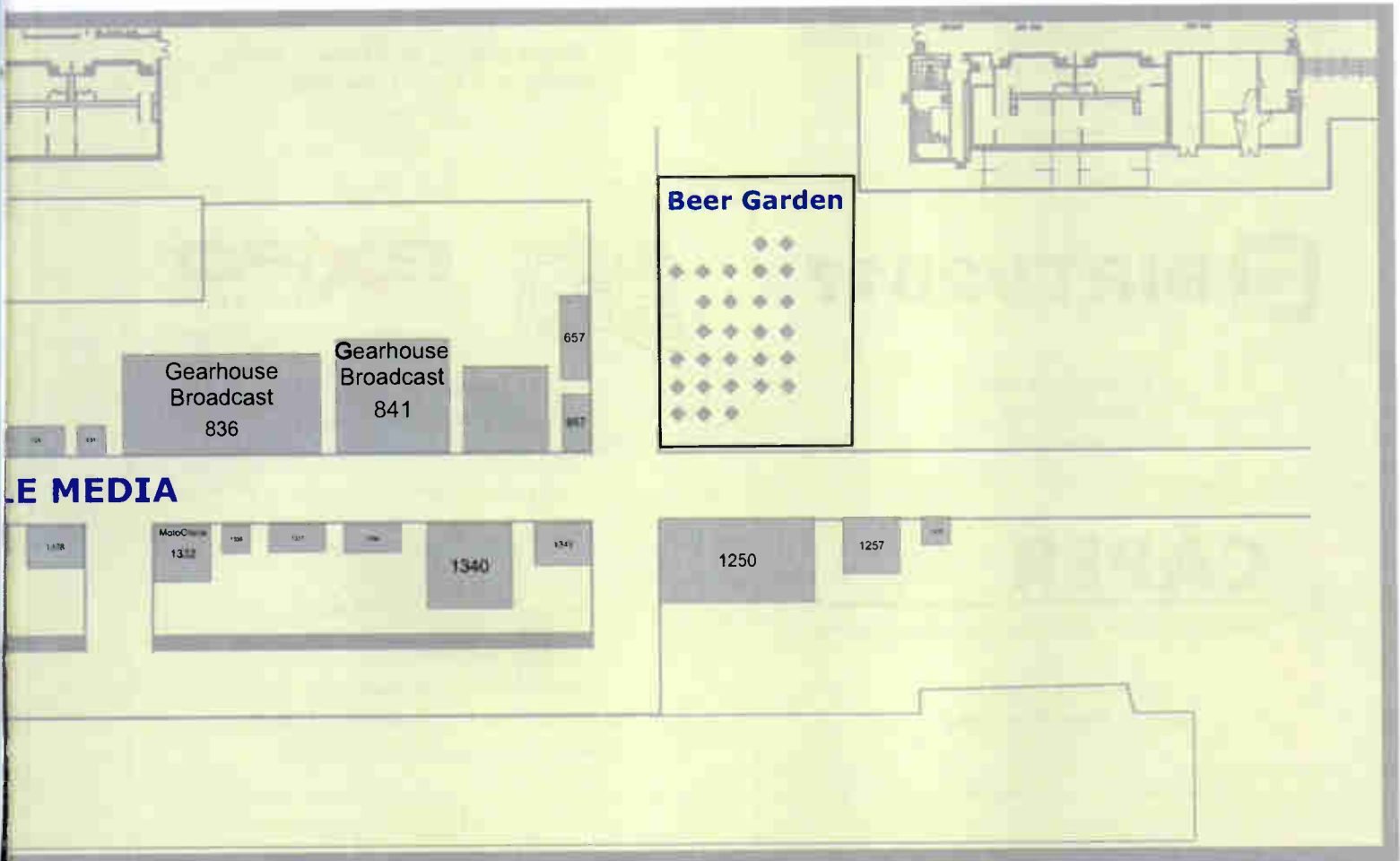
Q-Vio LLC	OE957
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S

Sat-Lite Technologies	OE1505
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outdoor mobile media

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SmallHD OE657
 SMC Solutions LLC OE824
 Spacepath Communications OE1321
 Superior Satellite Engineers, Inc. OE814

T

Tampa Bay Video Gear OE1317
 The Wire Guyz OE831
 Thinkom Solutions, Inc. OE1314
 TV Pro Gear OE801

V

Viking Satcom OE820

W

W. B. Walton Enterprises Inc OE907



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 upper Level (Booths: SU8921 – SU9025)

Advanced Advertising Pavilion

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Demo Presenters:  FlySwipe  NBC Universal  TMT LAB

MONDAY, APRIL 24	TITLE	LOCATION
10:00 AM - 10:30 AM	Advanced Advertising Pavilion Demo1	Advanced Advertising Theater
11:00 AM - 11:45 AM	The Opportunities In Vertically-Focused Networks	Advanced Advertising Theater
1:00 PM - 1:45 PM	Unlocking Revenue In a Data Enabled TV Ecosystem	Advanced Advertising Theater
2:00 PM - 2:30 PM	Advanced Advertising Pavilion - Demo2	Advanced Advertising Theater
3:00 PM - 3:45 PM	From the Frontlines: The State of Programmatic Media	Advanced Advertising Theater
4:00 PM - 4:30 PM	Advanced Advertising Pavilion - Demo3	Advanced Advertising Theater

TUESDAY, APRIL 25	TITLE	LOCATION
10:00 AM - 10:30 AM	Advanced Advertising Pavilion - Demo4	Advanced Advertising Theater
11:00 AM - 11:45 AM	The Art (and Science) of InAppAds: Cracking Big Brand Budgets	Advanced Advertising Theater
1:00 PM - 1:45 PM	Advancing the Ad Creative and Seducing your Audience with the Power of Touch	Advanced Advertising Theater
2:00 PM - 2:30 PM	Audience Responsive Advertising Technologies • Presented by FlySwipe	Advanced Advertising Theater
3:00 PM - 3:45 PM	Disruption Ahead: AI Will Forever Alter the Advertising Landscape	Advanced Advertising Theater
4:00 PM - 4:30 PM	Advanced Advertising Pavilion - Demo6	Advanced Advertising Theater

WEDNESDAY, APRIL 26	TITLE	LOCATION
10:00 AM - 10:30 AM	Advanced Advertising Pavilion - Demo7	Advanced Advertising Theater
11:00 AM - 11:45 AM	The New Age of Influencer Content	Advanced Advertising Theater
1:00 PM - 1:45 PM	A Deeper Dive Into Snapchat and Brands	Advanced Advertising Theater
3:00 PM - 3:45 PM	Mobile Video is the New Influencer: Top Trends & How to Master Them	Advanced Advertising Theater
4:00 PM - 4:30 PM	Advanced Advertising Pavilion - Demo9	Advanced Advertising Theater

THURSDAY, APRIL 27	TITLE	LOCATION
10:00 AM - 10:30 AM	Advanced Advertising Pavilion - Demo10	Advanced Advertising Theater
11:00 AM - 11:45 AM	Witness The M.E.T. Effect	Advanced Advertising Theater

Connected Media | IP Pavilion

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Lounge Sponsors:  HUAWEI  GreyJuice

MONDAY, APRIL 24	TITLE	LOCATION
11:00 AM - 11:30 AM	TBC	CMIP Presentation Theater
11:30 AM - 12:00 PM	Pay-TV Providers Neglect 'Customer Experience' at Their Peril	CMIP Presentation Theater
12:00 PM - 12:30 PM	Satellite is Back! Delivering Live http TV via Satellite	CMIP Presentation Theater
12:00 PM - 1:00 PM	Connected Media IP: Cisco Daily Keynote - Architecting SDI to IP for Video Production and Broadcast Workflows	CMIP Debate Theater
12:30 PM - 1:00 PM	TV CDNs: When, Why and How to Build Your Own	CMIP Presentation Theater

sessions

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Connected Media | IP Pavilion

MONDAY, APRIL 24

	TITLE	LOCATION
1:00 PM - 1:45 PM	Connected Media IP Panel Debate 1: From the Camera to the Consumer – Understanding How We Can Secure Content in the World of OTT	CMIP Debate Theater
1:45 PM - 2:15 PM	Revolutionizing Live Video Transport Globally	CMIP Debate Theater
2:00 PM - 2:30 PM	The Driverless UX: Machine Learning for Storefront Automation and Assisted Curation	CMIP Presentation Theater
2:15 PM - 2:45 PM	End-to-End Test Automation for Smart TV Apps	CMIP Debate Theater
2:30 PM - 3:00 PM	Workflow Automation and Content Monetization with Axinom CMS	CMIP Presentation Theater
2:45 PM - 3:30 PM	Connected Media IP Panel Debate 2: Are You Ready for the Mobile Video Revolution?	CMIP Debate Theater
3:00 PM - 3:30 PM	High Speed Encoding Within the Cloud and On-Premise	CMIP Presentation Theater
3:30 PM - 4:00 PM	OTT Personalization: A Custom Channel for Every Human on Planet Earth	CMIP Presentation Theater
3:30 PM - 4:00 PM	Enhancing the Customer Experience Through Network Innovation	CMIP Debate Theater
4:00 PM - 4:30 PM	From Madrid to Mexico City: How Aviation Can Help Us to Do Incredible Things in the Broadcast Space	CMIP Presentation Theater
4:30 PM - 5:00 PM	Vigour	CMIP Presentation Theater
4:30 PM - 5:15 PM	Connected Media IP Panel Debate 3: From the Camera to the Consumer - Understanding How We Can Secure Content in the World of OTT	CMIP Debate Theater
5:00 PM - 5:30 PM	Re-Imagining the Virtual Reality Use Case	CMIP Presentation Theater
5:15 PM - 5:45 PM	Beyond the Next Generation of OTT TV	CMIP Debate Theater

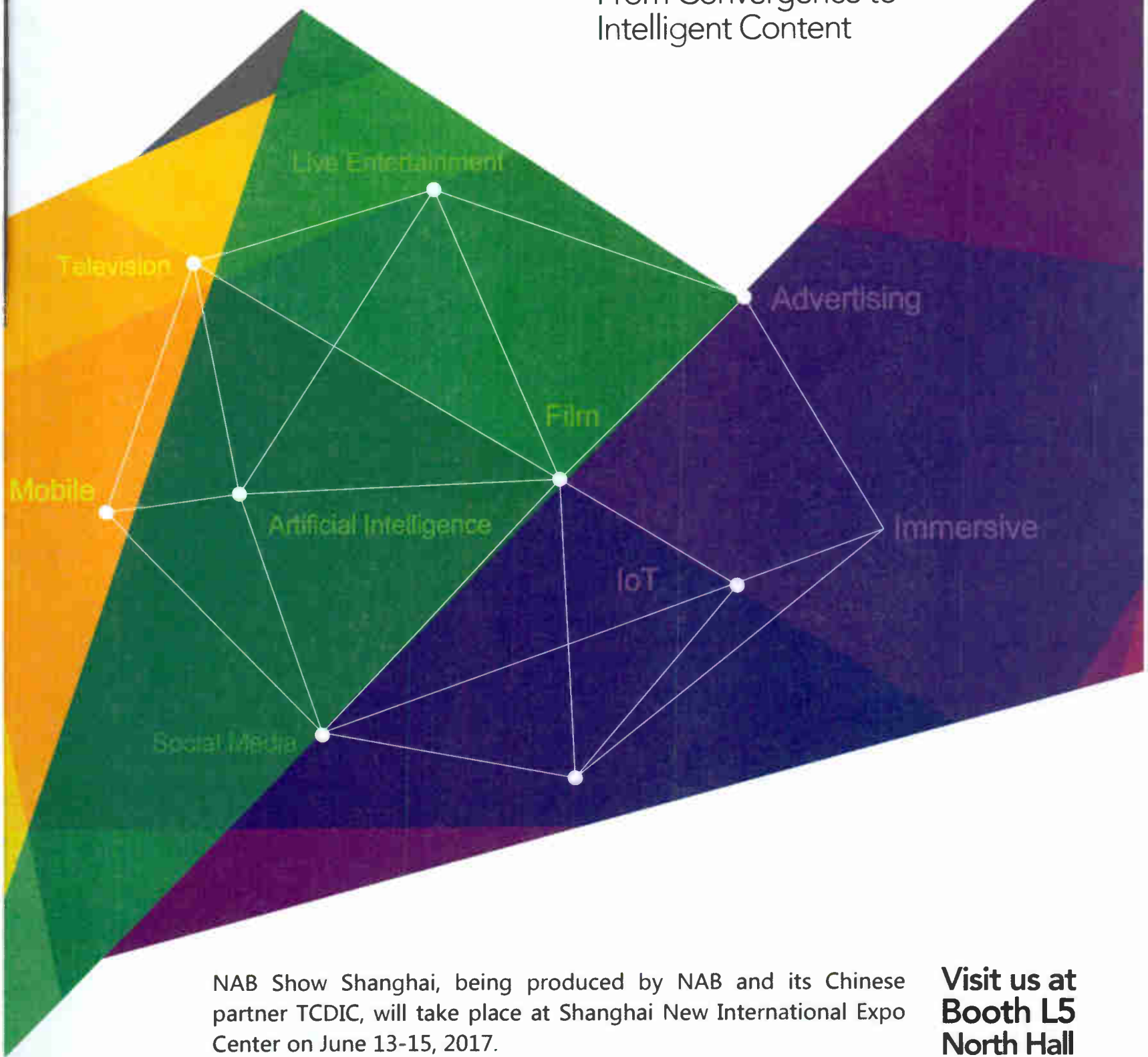
TUESDAY, APRIL 25

	TITLE	LOCATION
10:00 AM - 10:30 AM	Unifying the Future of TV	CMIP Presentation Theater
10:30 AM - 11:00 AM	Frankly	CMIP Presentation Theater
10:30 AM - 11:00 AM	Can Security be Frictionless in Your Post Production Workflows?	CMIP Debate Theater
11:00 AM - 11:30 AM	The Evolution of OTT	CMIP Presentation Theater
11:00 AM - 12:00 PM	Connected Media IP: Cisco Daily Keynote - Breaking Distribution Silos by Leveraging IP and Traditional Broadcast	CMIP Debate Theater
11:30 AM - 12:00 PM	The Future of Next Generation TV	CMIP Presentation Theater
12:00 PM - 12:30 PM	Discovery Communications Writes New IT Script	CMIP Presentation Theater
12:00 PM - 12:45 PM	Connected Media IP Panel Debate 4: Can Software Defined Networking Technology Improve Media Workflows? And What Are the Practical First Steps?	CMIP Debate Theater
12:30 PM - 1:00 PM	PCCW Global	CMIP Presentation Theater
12:45 PM - 1:15 PM	The New Frontier for Advertising in the Entertainment Industry	CMIP Debate Theater
1:15 PM - 1:45 PM	Mobile Video E2E QoE Assurance	CMIP Debate Theater
1:45 PM - 2:30 PM	Connected Media IP Panel Debate 5: How Do We Monetize the Connected Subscriber?	CMIP Debate Theater
2:00 PM - 2:30 PM	TBC	CMIP Presentation Theater
2:30 PM - 3:00 PM	The Improving Economics of International OTT Distribution	CMIP Debate Theater
2:30 PM - 3:00 PM	Setplex	CMIP Presentation Theater
3:00 PM - 3:30 PM	Moving Your Media Processing to the Cloud	CMIP Debate Theater
3:00 PM - 3:30 PM	Enabling Long Range 4K Live TV Streaming	CMIP Presentation Theater
3:30 PM - 4:00 PM	Tulix	CMIP Presentation Theater
3:30 PM - 4:00 PM	2.5 Billion TV Contributors and Counting	CMIP Debate Theater
4:00 PM - 4:45 PM	Connected Media IP Panel Debate 6: Understanding Big Data and the Role of Analytics in TV	CMIP Debate Theater
4:00 PM - 4:30 PM	E2E Solution to Monetise Content in a Hybrid Market	CMIP Presentation Theater
4:30 PM - 5:00 PM	Applications of ACR Technology for Broadcast	CMIP Presentation Theater
4:45 PM - 6:00 PM	CM IP/202 Communications Research Presentation	CMIP Debate Theater

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Connected Media | IP Pavilion (continued)

WEDNESDAY, APRIL 26	TITLE	LOCATION
9:30 AM - 10:00 AM	Telelynx	CMIP Presentation Theater
10:00 AM - 10:30 AM	Generation I and the Future of TV	CMIP Presentation Theater
10:00 AM - 11:00 AM	Next Generation Video UX - How Will VR Affect Video Entertainment?	CMIP Debate Theater
10:30 AM - 11:00 AM	Siemens	CMIP Presentation Theater
11:00 AM - 11:30 AM	The Importance of Data Harmonization for OTT Services	CMIP Presentation Theater
11:00 AM - 12:00 PM	Connected Media IP: Cisco Daily Keynote - New Choices for Media Storage	CMIP Debate Theater
11:30 AM - 12:00 PM	A Network and Cloud-Based Approach to Payout and Media Services for Global Broadcasters.	CMIP Presentation Theater
12:00 PM - 12:45 PM	Connected Media IP Panel Debate 7: CDNs, Cloud-Playout, Edge Caching - How Can We Innovate and Improve Content Distribution Strategies?	CMIP Debate Theater
12:00 PM - 12:30 PM	Grow and Monetise Your Audience by Launching Branded Internet TV Applications	CMIP Presentation Theater
12:30 PM - 1:00 PM	Video Editing in the Cloud	CMIP Presentation Theater
12:45 PM - 1:15 PM	How to Embrace New Trends in TV Consumption and Find New Revenue Streams	CMIP Debate Theater
1:15 PM - 1:45 PM	Witbe	CMIP Debate Theater
1:45 PM - 2:30 PM	Connected Media IP Panel Debate 8: Can Cloud Based Services Reduce CAPEX/OPEX for TV and Content Providers?	CMIP Debate Theater
2:00 PM - 2:30 PM	Can OTT be a Substitute for Traditional Broadcast TV? Preserving QoS and UX: The Encoder Perspective	CMIP Presentation Theater
2:30 PM - 3:00 PM	Whose Responsibility is it to Protect the World's Most Valuable Content?	CMIP Presentation Theater
3:00 PM - 3:30 PM	Digiflare	CMIP Presentation Theater
3:00 PM - 3:30 PM	Achieving 'Always On' Mission Critical HD-UHD 'Open' Video Services	CMIP Debate Theater
3:30 PM - 4:00 PM	Making the Switch: 4K and the Future of KVM Over IP	CMIP Debate Theater
3:30 PM - 4:00 PM	Telebreeze	CMIP Presentation Theater
4:00 PM - 4:30 PM	A Streaming Media-Specific Load Balancing Algorithm	CMIP Presentation Theater
4:00 PM - 4:45 PM	Connected Media IP Panel Debate 9: TV Innovation and Future Trends: a 2020 Vision	CMIP Debate Theater
4:30 PM - 5:00 PM	TBC	CMIP Presentation Theater
5:00 PM - 5:30 PM	Trends in TV Advertising and Measurement	CMIP Presentation Theater
THURSDAY, APRIL 27	TITLE	LOCATION
10:00 AM - 10:30 AM	Buy vs Build Your Video Player: Maximize Your Investment	CMIP Presentation Theater

Cybersecurity Pavilion

MONDAY, APRIL 24	TITLE	LOCATION
2:30 PM - 3:00 PM	Safeguarding Against Broadcast Signal & OTT Intrusions	Cybersecurity Theater
3:30 PM - 4:00 PM	ROI for Security: "Safe, Easy or Cheap?" Content Security and Operational Tradeoffs You Can Live With	Cybersecurity Theater
TUESDAY, APRIL 25	TITLE	LOCATION
10:00 AM - 10:30 AM	Cybersecurity Pavilion Keynote	Cybersecurity Theater
2:30 PM - 3:00 PM	Hollywood Hacks: Are Media and Entertainment Companies Ready for the Cybersecurity Challenge?	Cybersecurity Theater
3:30 PM - 4:00 PM	The 4K Dilemma: How To Keep the Treasure Away From Pirates	Cybersecurity Theater

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WEDNESDAY, APRIL 26	TITLE	LOCATION
11:00 AM - 11:30 AM	Enhanced End-to-End Content Security with Forensic Watermarking	Cybersecurity Theater
2:30 PM - 3:00 PM	Global Digital Production: It's All About Cyber and Even More	Cybersecurity Theater
3:30 PM - 4:00 PM	Securing the Future: ATSC 3.0, Workflows and DRM	Cybersecurity Theater

Destination: NXT

MONDAY, APRIL 24	TITLE	LOCATION
11:00 AM - 11:30 AM	Session 1: Sprocket	Destination: NXT
12:30 PM - 1:00 PM	Session 2: Sprocket	Destination: NXT
1:30 PM - 2:00 PM	Session 3: Sprocket	Destination: NXT
2:30 PM - 3:00 PM	Session 4: Futures Park	Destination: NXT
3:30 PM - 4:00 PM	Session 5: Futures Park	Destination: NXT
4:00 PM - 5:00 PM	Futures Park Press Conference	Destination: NXT

TUESDAY, APRIL 25	TITLE	LOCATION
10:00 AM - 10:30 AM	Session 1: Sprocket	Destination: NXT
11:00 AM - 11:30 AM	PILOT Innovation Challenge	Destination: NXT
12:30 PM - 1:00 PM	Future of OTT Advertising: Meeting Customer Expectations with Advanced TV Experiences	Destination: NXT
1:30 PM - 2:00 PM	Session 4: Futures Park	Destination: NXT
2:30 PM - 3:00 PM	Session 5: Sprocket	Destination: NXT
3:30 PM - 4:00 PM	A Fireside Chat: The Technology Behind Over-The-Top (OTT) Experiences of Today & Tomorrow	Destination: NXT
4:00 PM - 5:00 PM	Session 7: Sprocket	Destination: NXT

WEDNESDAY, APRIL 26	TITLE	LOCATION
10:00 AM - 10:30 AM	Session 1: Sprocket	Destination: NXT
11:00 AM - 11:30 AM	Session 2	Destination: NXT
12:30 PM - 1:00 PM	Session 3: Sprocket	Destination: NXT
1:30 PM - 2:00 PM	Session 4	Destination: NXT
2:30 PM - 3:00 PM	Session 5: Sprocket	Destination: NXT
3:30 PM - 4:00 PM	Session 6: Sprocket	Destination: NXT
4:00 PM - 4:30 PM	Session 7: World Teleport	Destination: NXT

THURSDAY, APRIL 27	TITLE	LOCATION
10:00 AM - 10:30 AM	Session 1: Sprocket	Destination: NXT
11:00 AM - 11:30 AM	Session 2: World Teleport	Destination: NXT

Facebook Live Pavilion

MONDAY, APRIL 24	TITLE	LOCATION
10:00 AM - 6:00 PM	Facebook Live Pavilion	

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Global TV Tech Day

SATURDAY, APRIL 22

TITLE	LOCATION
9:00 AM - 10:30 AM An Overview of Today's Emerging Technologies	N260
10:45 AM - 12:15 PM The MPEG Roadmap to the Immersive Age	N260
1:15 PM - 2:45 PM Ultra HD Forum MasterClass: 2017 – The Year of HDR's Launch	N260
3:00 PM - 3:45 PM Korea's Launch of ATSC 3.0	N260
4:00 PM - 5:00 PM Standards for Global OTT Video: The WAVE Project	N260

Info Sessions

MONDAY, APRIL 24

TITLE	LOCATION
7:30 AM - 9:00 AM Securing Next-Gen Video Services @ NABShow	N238/N240
1:00 PM - 3:00 PM Foundry's Pipeline in the Cloud 2017 with Special Guest Lytro Cinema Presented by FOUNDRY	N239/N241
2:00 PM - 3:00 PM Transitioning to IP Video	N238/N240
3:30 PM - 5:30 PM Beyond Games: Real-Time Rendering with Unreal Engine Presented by  (Epic Games)	N239/N241
3:30 PM - 5:30 PM Innovating for Sports Fans • Presented by TELSTRA 	N234/N236

TUESDAY, APRIL 25

TITLE	LOCATION
9:30 AM - 11:30 AM Structuring Success in an IP World: Business & Technical Impacts Presented by 	N239/N241
9:30 AM - 10:30 AM The Science Behind the Sound: How to Select Loudspeakers and Headphones for Broadcast and Production • Presented by 	N234/N236
10:30 AM - 11:30 AM 5 Ways to Streamline Your Live Broadcast Workflows Presented by 	N234/N236
3:30 PM - 5:30 PM How "Saturday Night Live" Built Hybrid Cloud Storage for Faster Workflows & Lower Cost • Presented by 	N239/N241

IP Showcase

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MONDAY, APRIL 24

TITLE	LOCATION
10:30 AM - 12:00 PM IP Showcase Technical Track	Booth N4824
1:00 PM - 3:30 PM The Benefits of IP Track	Booth N4824
3:30 PM - 4:00 PM New Sync and Timing	Booth N4824
4:00 PM - 4:30 PM How ST 2110 Works with Audio	Booth N4824
4:30 PM - 5:00 PM SDI to IP Migration with ST 2110	Booth N4824
5:00 PM - 5:30 PM Automated Device Discovery and Registration System	Booth N4824
5:30 PM - 6:00 PM Integration of ST 2110 TV with Professional Audio Systems	Booth N4824

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IP Showcase (N4824)

TUESDAY, APRIL 25	TITLE	LOCATION
9:30 AM - 12:00 PM	The Benefits of IP Track	Booth N4824
1:00 PM - 1:30 PM	ST 2110 and Virtualization	Booth N4824
1:30 PM - 2:00 PM	Automated Device Discovery and Registration System (NMOS)	Booth N4824
2:30 PM - 3:00 PM	How ST 2110 Works with Audio	Booth N4824
3:00 PM - 6:00 PM	IP Showcase Technical Track	Booth N4824

WEDNESDAY, APRIL 26	TITLE	LOCATION
9:30 AM - 10:00 AM	SDI to IP Migration with ST 2110	Booth N4824
10:00 AM - 10:30 AM	How ST 2110 Works with Audio	Booth N4824
10:30 AM - 11:00 AM	New Sync and Timing	Booth N4824
11:00 AM - 11:30 AM	Automated Device Discovery and Registration System (NMOS)	Booth N4824
1:00 PM - 3:30 PM	The Benefits of IP Track	Booth N4824
3:30 PM - 6:00 PM	IP Showcase Technical Track	Booth N4824

THURSDAY, APRIL 27	TITLE	LOCATION
9:30 AM - 12:00 PM	IP Showcase Technical Track	Booth N4824

Media Technologies for Military & Government

MONDAY, APRIL 24	TITLE	LOCATION
10:30 AM - 11:00 AM	Introductory Remarks – The Other M.E.T. Effect: Mil-Gov, Entertainment and Technology	N255
11:00 AM - 12:00 PM	Media Technologies for Military & Government Keynote: Video and Machine Intelligence - Past, Present and Future	N255
1:00 PM - 1:45 PM	Video Streaming and Archiving for Transparency and Accessibility	N255
1:45 PM - 2:30 PM	Safety of Flight: Drones, Content and the New Age of Piracy	N255
2:45 PM - 3:45 PM	Cybersecurity: Lean, Mean and Secure	N255
3:45 PM - 4:00 PM	Closing Remarks	N255
4:00 PM - 5:15 PM	Fourth Annual NAB U.S. Military Veterans Outreach to Industry Symposium	N255
5:30 PM - 7:30 PM	Fourth Annual NAB U.S. Military Veterans Outreach to Industry Reception	N243

Media Technology Business Summit

SUNDAY, APRIL 23	TITLE	LOCATION
11:05 AM - 11:25 AM	Strategic Analysis: Business Models, Valuations and M&A	N249-N251
11:25 AM - 11:50 AM	The Broadcast & Media Technology Industry in 2017	N249-N251
11:50 AM - 12:25 PM	The Vendor C-Suite: Strategies for an Evolving Market	N249-N251
12:30 PM - 1:00 PM	Leveraging Hyperscale IT Infrastructure for Next-Generation Media Workflows	N249-N251
1:15 PM - 1:45 PM	Service Provider C-Suite: Perspectives on the Future of Media Technology	N249-N251
1:50 PM - 2:25 PM	The Broadcaster C-Suite: Trends Driving Investment Decisions	N249-N251
2:30 PM - 3:00 PM	The Broadcaster C-Suite: The Opinion of Financial Decision-Makers	N249-N251

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THURSDAY, APRIL 27	TITLE	LOCATION
12:00 PM - 12:30 PM	Beautiful Skin with DaVinci Resolve	Post Production Campus

ProMax Digital Salon

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MONDAY, APRIL 24	TITLE	LOCATION
9:00 AM - 10:00 AM	How to Prep Your Media in a Shared Production Environment	Rainbow Room, Renaissance Hotel
11:00 AM - 12:00 PM	From Lens to Archive: Media Management for NewTek NDI	Rainbow Room, Renaissance Hotel
2:00 PM - 3:00 PM	How to Create a Workflow Your Team Will Actually Use	Rainbow Room, Renaissance Hotel

TUESDAY, APRIL 25	TITLE	LOCATION
9:00 AM - 10:00 AM	Understanding & Solving the Unique Issues of Student Media Labs	Rainbow Room, Renaissance Hotel
11:00 AM - 12:00 PM	How to Prep Your Media in a Shared Production Environment	Rainbow Room, Renaissance Hotel
2:00 PM - 3:00 PM	How to Edit 4K+ Without Breaking the Budget	Rainbow Room, Renaissance Hotel

WEDNESDAY, APRIL 26	TITLE	LOCATION
9:00 AM - 10:00 AM	How to Create a Workflow Your Team Will Actually Use	Rainbow Room, Renaissance Hotel
11:00 AM - 12:00 PM	How to Edit 4K+ Without Breaking the Budget	Rainbow Room, Renaissance Hotel
2:00 PM - 3:00 PM	From Lens to Archive: Media Management for NewTek NDI	Rainbow Room, Renaissance Hotel

VR Pavilion

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MONDAY, APRIL 24	TITLE	LOCATION
10:30 AM - 11:00 AM	VR Content Session: Cinematic VR/Live Action	Virtual Reality Theater
11:00 AM - 11:30 AM	Pushing Storytelling to the Next Level: How Content Can Drive Adoption Presented by Technicolor	
12:30 PM - 1:00 PM	The Proof is in Our Palms: Smartphone Compatibility Driving VR Presented by MANDT VR	Virtual Reality Theater
1:30 PM - 2:00 PM	Presented by Visbit	Virtual Reality Theater
2:00 PM - 2:30 PM	The Technicolor Experience Center: A Case Study – Presented by Technicolor	Virtual Reality Theater
2:30 PM - 3:00 PM	VR Content Session: Animation/Art	Virtual Reality Theater
3:00 PM - 3:30 PM	VR: The New Medium for Content Creation & Publishing Presented by The Venture Reality Fund	

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TUESDAY, APRIL 25

	TITLE	LOCATION
10:00 AM - 10:30 AM	Presented by Jolly Good	Virtual Reality Theater
10:30 AM - 11:00 AM	VR Content Session: News and Documentary	
11:00 AM - 11:30 AM	Exploring the Unknown: Findings from Research and Innovation Presented by Technicolor	Virtual Reality Theater
12:30 PM - 1:00 PM	VR Content Session: Film and TV Tie-Ins	Immersive Dome
1:00 PM - 1:30 PM	VR Live Streaming and 360° Video: The Best Virtual Seat in the House Presented by Digital Domain	Virtual Reality Theater
2:00 PM - 2:30 PM	The New Canvas: How Emerging Technology is Changing the Way Stories are Told Presented by Technicolor	Virtual Reality Theater
3:00 PM - 3:30 PM	VR Content Session: Music and Sports	

WEDNESDAY, APRIL 26

10:30 AM - 11:00 AM	VR Content Session: Games	
12:30 PM - 1:00 PM	VR Content Session: Branded Entertainment	
3:00 PM - 3:30 PM	VR Content Session: Social VR	

THURSDAY, APRIL 27

10:30 AM - 11:00 AM	VR Content Session: Experiences and Apps	
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MONDAY, APRIL 24

4:00 PM - 7:00 PM

TITLE

Innovation Lab Workshops and Opening Reception

LOCATION

Encore Ballroom

TUESDAY, APRIL 25

9:00 AM - 9:15 AM

BIA Kelsey Research - The Future of TV and Video

Encore ballroom

9:15 AM - 9:45 AM

I Don't Even Watch TV; GenZ The Future Of TV

Encore ballroom

9:45 AM - 10:20 AM

Keynote: IBM Watson

Encore ballroom

10:20 AM - 11:05 AM

Chasing Unicorns - Finding Talent in an Automated World

Encore ballroom

11:05 AM - 11:45 AM

TV's Not So Distant Future

Encore ballroom

11:45 AM - 12:15 PM

Distorted Data Sealed the 2017 Election

Encore ballroom

1:15 PM - 1:50 PM

Keynote: Media is from Mars, Creative is from Venus

Encore ballroom

1:50 PM - 2:30 PM

Locally Speaking

Encore ballroom

3:00 PM - 3:30 PM

What's That Box with Sound Coming Out of it Do?

Encore ballroom

3:30 PM - 4:00 PM

TV/Video Breakout Session - Programmatic TV Doesn't Work! Or Does It?

Encore ballroom

3:45 PM - 4:15 PM

TV/Video Breakout Session - Addressable Media and Audience Targeting:
How Does One Navigate This Space

Encore ballroom

4:00 PM - 4:30 PM

TV/Video Breakout Session - Did You See That Movie?

Encore ballroom

4:00 PM - 4:30 PM

Audio/Radio Breakout Session - Timothy Olyphant Helped Me Raise \$1M

Encore ballroom

4:30 PM - 5:00 PM

TV/Video Breakout Session - Did You Say Meta Data, Geo Location and Index?

Encore ballroom

5:00 PM - 5:30 PM

Closing Keynote: In An Age of Robots and Space Travel, What Will Advertising Look Like
on the Moon and Who Will Own It?

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SATURDAY, APRIL 22

TITLE

LOCATION

BEIT Engage! Emerging Broadcast Delivery System

11:00 AM - 12:30 PM

Exploring Antenna Polarization Options for ATSC 3.0 Environment

N258

11:00 AM - 12:30 PM

Loudness Compliance in an AES67 Equipped Facility

N258

11:00 AM - 12:30 PM

How to Build a Private or Hybrid or CDN in Hours

N258

11:00 AM - 12:30 PM

Making the Most of OTT

N258

BEIT Engage! IP for Broadcast

9:00 AM - 10:30 AM

Status of IP Interoperability in the Broadcast Industry

N258

9:00 AM - 10:30 AM

The IP-Based Audio System and the At-Home Production Model

N258

9:00 AM - 10:30 AM

Don't Just Go IP, Go IT

N258

9:00 AM - 10:30 AM

SMPTE ST 2110 Explained - What it is, What it Does, Why it Will Rule the World

N258

9:00 AM - 10:30 AM

Implementation of a Multi-Vendor, Standards-Based, All-IP Production Control System

N258

BEIT Engage! Media Facilities Design

1:30 PM - 3:00 PM	Understanding SMPTE 2059 (PTP) IP-based Timing, with Application Studies and Results	N258
1:30 PM - 3:00 PM	Virtualization in Broadcast: Virtual Machines Can Reinvent Global TV Production	N256
1:30 PM - 3:00 PM	Using Satellite VSATs for Broadcast STL	N258
1:30 PM - 3:00 PM	Grounding and Bonding Are Fundamental to Reliability	N258
1:30 PM - 3:00 PM	Analysis of High Output Low Wattage High Color Lighting Components	N258

New Broadcast Skill Sets - Ennes/SBE & PBS

9:00 AM - 10:00 AM	Imaging Update Tutorial - Changing Images for Changing Times	N262/N264
10:00 AM - 10:15 AM	Directors Remarks	N262/N264
10:15 AM - 10:55 AM	Sinclair's 3.0 Vision - The Future of Broadcasting	N262/N264
10:55 AM - 11:35 AM	Tutorial: IP - Are We Ready for it? - And it for Us?	N262/N264
11:35 AM - 12:10 PM	The Origins of Our Digital Universe	N262/N264
1:10 PM - 1:50 PM	12 GHz Cable	N262/N264
1:50 PM - 2:20 PM	Discovery and Registration in Networked Professional Media Facilities - A Key Enabling Technology	N262/N264
2:20 PM - 2:50 PM	Up to the Minute News of the Progress of ATSC 3.0 from the Adoptability and Business Case Perspective	N262/N264
2:50 PM - 3:20 PM	Graceful Evolution to Beyond HD	N262/N264
3:20 PM - 3:55 PM	On the Verge: How Innovation Threatens the Future of Broadcast	N262/N264
3:55 PM - 4:25 PM	The Evolution of Playout: Virtualization and the Cloud	N262/N264
4:25 PM - 5:00 PM	Layer 3 Case Study	N262/N264
5:00 PM - 5:30 PM	The VOA Museum	N262/N264

SUNDAY, APRIL 23

TITLE

LOCATION

ATSC 3.0

9:30 AM - 10:00 AM	Transmission Site Planning For ATSC 3.0	N260
10:00 AM - 10:30 AM	Practical SFNs for ATSC 3.0	N260
10:30 AM - 11:00 AM	Planning for TV Spectrum Repacking and the Transition to ATSC 3.0	N260
11:00 AM - 11:30 AM	An ATSC 3.0 Test Station Grows in Cleveland	N260
11:30 AM - 12:00 PM	Nielsen Watermarks over ATSC 3.0	N260
12:00 PM - 12:30 PM	ATSC 3.0 Boosting the Signal Strength - MISO	N260
1:30 PM - 2:00 PM	Implications and Optimization of Coverage and Payload for ATSC 3.0	N260
2:00 PM - 2:30 PM	A Broadcaster Successful Re-Pack	N260
2:30 PM - 3:00 PM	Realities of ATSC 3.0 SFNs in the FCC Regulatory Environment: Making Them Work	N260
3:00 PM - 3:30 PM	Unifying the Future of TV	N260
3:30 PM - 4:00 PM	Single Frequency Networks (SFN) to Increase the Efficiency of ATSC 3.0's Broadcast Infrastructure	N260
4:00 PM - 4:30 PM	Hidden Depths: ATSC 3.0 Frequency Sharing and Regionalization Explained	N260
4:30 PM - 5:00 PM	Getting ATSC 3.0 On-Air in Korea	N260

Radio Technology

9:30 AM - 10:00 AM	The Effects of Bit Rate Reduction on Acoustical Watermarks for Ratings Systems	N256
10:00 AM - 10:30 AM	Virtualizing Radio Studios: Broadcasting + IT = AoIP 2.0	N256
10:30 AM - 11:00 AM	FM/HD Radio Time, Level, Phase Alignment	N256
11:00 AM - 11:30 AM	The Evolution of the In-Vehicle Broadcast Radio Experience	N256
11:30 AM - 12:00 PM	Interoperability of FM Composite Multiplex Signals in an IP Based STL	N256
12:00 PM - 12:30 PM	ANSI/ASSE A10.48-2016 & ANSI/TIA-322-2016 The NEW Standards	N256
1:30 PM - 2:00 PM	Why 0.01% Distortion Sometimes Matters and 30% Often Doesn't	N256
2:00 PM - 2:30 PM	STL in an IT Centric World	N256
2:30 PM - 3:00 PM	Building Web Services to Embed Online Data in DAB+: Ads, Social Feeds, News and More	N256

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SUNDAY, APRIL 23

TITLE

LOCATION

Radio Technology (continued)

3:00 PM - 3:30 PM	Transdimensional Stereo Embedding Within the FM Baseband Container: Approaching the TARDIS Effect for FM Audio	N256
3:30 PM - 4:00 PM	Faster, Cheaper, & Better: The Rapid Adoption of AES67 & AoIP Lets You Have All Three	N256
4:00 PM - 4:30 PM	Single Frequency Networks for HD Radio	N256
4:30 PM - 5:00 PM	Metapub and the Great California Shakeout. Using Metadata During a Disaster	N256

MONDAY, APRIL 24

TITLE

LOCATION

Advanced Newsgathering

10:30 AM - 11:00 AM	Live Streaming Broadcast-quality Video over Commodity Internet Networks	N258
11:00 AM - 11:30 AM	To Maximize Interoperability in Mobile News Gathering	N258
11:30 AM - 12:00 PM	Boosting SNG	N258
12:00 PM - 12:30 PM	Droning On & On	N258
2:30 PM - 4:00 PM	The Evolution of ENG: Beyond One-Way Legacy Microwave to Bi-Directional IP-Newsgathering	N258
4:00 PM - 5:00 PM	Using Small Unmanned Aerial Vehicles (drones) for News, Management and Engineering	N258

Advanced Technologies

10:30 AM - 11:00 AM	A 360 Degree View of VR & Live Streaming	N256
11:00 AM - 11:30 AM	A Standards-based OTT DRM Ecosystem with CMAF, CENC and CPIX	N256
11:30 AM - 12:00 PM	Building a Cognitive Data Management Practice	N256
12:00 PM - 12:30 PM	HTTP2.0: the Next Generation of APIs that Could Change Video Streaming	N256
1:30 PM - 2:00 PM	Content Adaptive Encoding Approaches for Improved Video Quality at Reduced Bitrates	N256
2:00 PM - 2:30 PM	Increasing Effectiveness and Efficiency of ABR Encoding with Advance Video Formats	N256
2:30 PM - 3:00 PM	New Compression Techniques for Next-Generation Video	N256
3:00 PM - 3:30 PM	Challenges and Approach for Bit Rate Reduction in VR Streaming	N256
3:30 PM - 4:00 PM	The Accelerated Mobile Pages (AMP) Project: What's Next?	N256
4:00 PM - 4:30 PM	Automatic Generation of Audio Description for Olympic / Paralympic Programs	N256

NextGen TV

10:30 AM - 11:00 AM	Rio 2016: Realizing Dolby Atmos Immersive Audio for the 2016 Rio Olympics Opening Ceremony	N260
11:00 AM - 11:30 AM	Layered Security for Ultra HD in a Connected World	N260
11:30 AM - 12:00 PM	Smart TV 360°	N260
12:00 PM - 12:30 PM	Streaming UHD-Quality VR at Realistic Bitrates: Mission Impossible?	N260
1:30 PM - 2:00 PM	Transforming the Video UX	N260
2:00 PM - 2:30 PM	Adaptive Streaming of VR/360-degree Immersive Media Services with High QoE	N260
2:30 PM - 3:00 PM	ATSC 3.0 and OTT+OTA Second Screen Apps	N260
3:00 PM - 3:30 PM	2nd Screening as the Key to Effective TV Experience Enhancement & Audience Engagement	N260
3:30 PM - 4:00 PM	The Fourth Dimension of VR Production	N260

TUESDAY, APRIL 25

Broadcast Workflows

	TITLE	LOCATION
1:30 PM - 2:00 PM	IMF for Broadcast The NABA DPP Library Master Format	N260
2:00 PM - 2:30 PM	Automating the File Delivery Specification Exchange	N260
2:30 PM - 3:00 PM	The Future of QC - Achieving Real Cost Savings in a Multi-format World	N260
3:00 PM - 3:30 PM	Virtual Talkshow Production: Now Here Can Be Anywhere	N260
3:30 PM - 4:00 PM	The Interoperable Master Format: A Practical Primer	N260
4:00 PM - 4:30 PM	Media Technology Lifecycle Management: Integrating Broadcast & Digital Media Delivery	N260

FCC Technologies

10:00 AM - 10:30 AM	FCC AM Revitalization - What it is...The Impact and Consequences	N256
10:30 AM - 11:00 AM	We Passed the National IPAWS EAS Test - What's Next?	N256
11:00 AM - 11:30 AM	ATSC 3.0 Advanced Emergency Alerting	N256
11:30 AM - 12:30 PM	Leveraging the Vast Public Media Broadcast System for Public Safety	N256

IT Boot Camp

9:00 AM - 9:30 AM	Studio Video over IP - How it All Comes Together	N258
9:30 AM - 10:00 AM	Switching Techniques in Live Video over IP systems	N258
10:00 AM - 10:30 AM	Data is King: The Rise of QoS and QoE in the Cloud	N258
10:30 AM - 11:00 AM	Navigating Islands in a Hybrid IP and SDI Environment	N258
11:00 AM - 11:30 AM	A Model for the Design of IP Based Live Production Systems with Low Latency	N258
11:30 AM - 12:00 PM	Troubleshooting IP Fabric in Broadcast Production Network	N258
12:00 PM - 12:30 PM	Choosing an HTML5 Player: How Media Engines Work & Benchmark of Open-source Solutions	N258
1:30 PM - 2:00 PM	Professional Media Networking Standards Update	N258
2:00 PM - 2:30 PM	Extending the IP Audio Network Across a WAN	N258
2:30 PM - 3:00 PM	Viewing the Web Browser as an Opportunity not a Threat	N258
3:00 PM - 3:30 PM	Optimum Design and Operation of Large PTP Networks	N258
3:30 PM - 4:00 PM	Long Live IP - Implementing Practical IP Playout Systems	N258
4:00 PM - 4:30 PM	IP Video: What Have We Learned So Far?	N258
4:30 PM - 5:00 PM	XaaS (Anything as a Service): What it Means to Broadcast Engineering as We Know it	N258

RF Boot Camp

1:30 PM - 2:00 PM	Adaptive Polarization Technology	N256
2:00 PM - 2:30 PM	Development of an Unmanned Aerial Vehicle for Measurement of Broadcast Antennas	N256
2:30 PM - 3:00 PM	An Advanced Slot Antenna Design Method to Facilitate the Repack	N256
3:00 PM - 3:30 PM	Very-Sharp Filter Enhanced Compensation in ATSC 1.0 & ATSC 3.0	N256
3:30 PM - 4:00 PM	ATSC 3.0 Coverage Study	N256
4:00 PM - 4:30 PM	À La Carte Elliptical Polarization	N256
4:30 PM - 5:00 PM	Efficient RF Design and Implementation of Translator/Booster Stations	N256

UHD/HDR

9:00 AM - 9:30 AM	High Dynamic Range for HDTV	N260
9:30 AM - 10:00 AM	Evaluation of HDR Video Distortion & Quality in the Context of HEVC Compression	N260
10:00 AM - 10:30 AM	The Dynamic Duo – SDR and HDR-Compatible Workflows for Live Production	N260
10:30 AM - 11:00 AM	SDR to HDR Tone Expansion for Broadcast	N260
11:00 AM - 11:30 AM	Signal Converter for Simultaneous Production of UHD TV and HDTV	N260
11:30 AM - 12:00 PM	Helping Cable Operators Meet the Challenges of Delivering HDR Content to the Home	N260
12:00 PM - 12:30 PM	Format Conversion Requirements through the HDR Video Production Chain	N260

sessions

WEDNESDAY, APRIL 26

TITLE

LOCATION

Broadcast Facilities

9:00 AM - 10:00 AM	Building an Advanced Customizable RF Transmission System at One World Trade Center	N258
10:00 AM - 10:30 AM	Temporary TV Antennas Streamline Main Antenna Change-out	N258
10:30 AM - 11:00 AM	Safety and Security at the Transmitter Site	N258
11:00 AM - 11:30 AM	Pre-Spectrum Repack RF Plant Readiness – Overview and Case Study	N258
11:30 AM - 12:00 PM	Mastering Convergent Content Monitoring in a Diverse World of Media and Broadcast	N258
12:00 PM - 12:30 PM	The NWSA Tower Technician Credentialing Program	N258
2:00 PM - 2:30 PM	Why Do Broadcasters Care About Timing?	N258
2:30 PM - 3:00 PM	IP - It's About Time	N258
3:00 PM - 3:30 PM	Tuning, Configuring and Monitoring Your Next ABR Video Encoder	N258
3:30 PM - 4:00 PM	Updating Television Broadcast Telephony and Communication Using SIP, VoIP and AoIP	N258
4:00 PM - 4:30 PM	Preparing for the Worst: Making Sure You Don't Lose Your Content in a Disaster	N258
4:30 PM - 5:00 PM	Alarm Fatigue – Applying Machine Learning to Avoid Drowning in Datapoints	N258

Cybersecurity and Ransomware

9:00 AM - 9:30 AM	Cybersecurity: What Can We Do to Secure Ourselves in the Current Cyber Landscape	N260
9:30 AM - 10:00 AM	Securing IoT: Think Outside the Wall	N260
10:00 AM - 10:30 AM	"Man-in-the-Middle Attack" Via the Terrestrial Broadcast Channel	N260
10:30 AM - 11:00 AM	IoT Killed The Video Star	N260
11:00 AM - 11:30 AM	Security in a LiveIP Environment	N260
11:30 AM - 12:00 PM	Protecting Media Production Companies Against Ransomware	N260
12:00 PM - 12:30 PM	Technical Strategies to Deny Hackers/pirates Access to Video Content and Infrastructure	N260
2:00 PM - 2:30 PM	Technical Solutions for Comprehensive Content Protection in Consumer Owned and Managed Devices	N260
2:30 PM - 3:00 PM	Inside IoT Attacks	N260
3:00 PM - 3:30 PM	Holistic Security Needed to Protect Internet of Things from Large Scale Attacks	N260
3:30 PM - 4:00 PM	Examining the Cost of Piracy	N260
4:00 PM - 4:30 PM	Content Personalization in the Age of Data Privacy: Get Ready	N260
4:30 PM - 5:00 PM	Is Your Network Really Secure?	N260

OTT Technologies

9:00 AM - 9:30 AM	Translating Broadcast Ad Copy Management Principles to the Dynamic Ad Insertion Age	N256
9:30 AM - 10:00 AM	What CMAF Means for the Future of OTT	N256
10:00 AM - 10:30 AM	Building Scalable and Resilient OTT Services at Sky	N256
10:30 AM - 11:00 AM	OTT Broadcast, How to Make it Scale, a Practical Exercise	N256
11:00 AM - 11:30 AM	Artificial Intelligence: The Secret to Broadcast Quality OTT	N256
11:30 AM - 12:00 PM	Audio Monitoring for ATSC A/85 and OTT Production	N256
12:00 PM - 12:30 PM	Taming the Tantrums of Choppy, Laggy, Jerky Video	N256
2:00 PM - 2:30 PM	Automated ABR Video Quality Issue Diagnosis Using Cloud Swarming Agents	N256
2:30 PM - 3:00 PM	AVOD and ALive: Conditioning Streams for Multiscreen Viewing, Promotion and Profit	N256
3:00 PM - 3:30 PM	Common Mezzanine Distribution Format (CMZF) for ABR TV Distribution	N256
3:30 PM - 4:00 PM	Streaming Video Quality Metrics Help to Improve Viewer Experience	N256
4:00 PM - 4:30 PM	Low-Latency OTT Delivery with CMAF chunks and HTTP/1.1 Chunked Transfer Encoding	N256
4:30 PM - 5:00 PM	Conquering Platform Fragmentation in the Connected TV Ecosystem	N256

THURSDAY, APRIL 27

TITLE

LOCATION

Big Data

9:30 AM - 10:00 AM	All Media and Entertainment Companies Have a Big Data Problem.	N256
10:00 AM - 10:30 AM	Using Digital Delivery Viewing Metrics to Enhance Linear Content Value	N256
10:30 AM - 11:00 AM	Personalized Viewer Experience Leveraging Cognitive Media Analytics at Scale	N256
11:00 AM - 11:30 AM	Storage Technology Literacy (No Virginia, There Are Not Storage Elves in the Cloud)	N256

Cloud Technology

9:00 AM - 9:30 AM	The Cloud Will Kill Half of Us and Save the Rest	N260
9:30 AM - 10:00 AM	Hybrid UHD Workflow as an integration of IP, Cloud and Enterprise Storage technologies	N260
10:00 AM - 10:30 AM	Securing Hollywood's Crown Jewels in Public Cloud	N260
10:30 AM - 11:00 AM	Superior Streaming and CDN Solutions; Cloud Storage Revolutionizes Digital Media	N260
11:00 AM - 11:30 AM	Discovery Channel's Broadcast Workflows and Channel Origination on AWS	N260
11:30 AM - 12:00 PM	A Journey to the Future of Cloud-native Media Microservices	N260

Consumer Technologies

9:00 AM - 9:30 AM	IoT: What's in it for TV Service Providers?	N258
9:30 AM - 10:00 AM	Rethinking the Television User Experience	N258
10:00 AM - 10:30 AM	2020: Life with 50 Billion Connected Devices	N258
10:30 AM - 11:00 AM	The New UHD, HDR, BT2020 Color Gamut, 10-bit Displays and EOTF TV System	N258
11:00 AM - 11:30 AM	Voice: Optimal Content Navigation Within the Smart Home Ecosystem	N258

Business of Broadcast Access with Session 2 Pass, Session 3 Pass or Conference Plus Pass

Produced in partnership with:   

MONDAY, APRIL 24	TITLE	LOCATION
2:45 PM - 3:45 PM	FCC: You're Fired?	N253
4:00 PM - 5:00 PM	The 115th Congressional Update: The Future of Broadcast Policy	N253

TUESDAY, APRIL 25

9:00 AM - 10:00 AM	FCC Chairman's Keynote	N249-N251
10:15 AM - 11:15 AM	Repacking: Do We Have Enough Nuts and Bolts	N255
10:15 AM - 11:15 AM	Technology's Impact on Radio's Role, Reach & Revenue	N253
11:30 AM - 12:30 PM	DTV: The Next Generation	N255
2:30 PM - 4:30 PM	Broadcasting Beyond HD: Global Plans for Next Generation Television presented by FOBTV	N253
2:30 PM - 4:30 PM	Small & Medium Market Radio Idea Exchange	N257
3:00 PM - 4:00 PM	Play Local, Pay Global (Music Rights)? The Shifting Music Licensing Landscape	N255
4:15 PM - 5:15 PM	Drones: The Future is Up in the Air	N255

WEDNESDAY, APRIL 26

10:00 AM - 11:00 AM	TV Music Licensing: What the Future Holds	N257
11:15 AM - 12:15 PM	Awareness in News	N257

Business of Broadcast - Digital Strategies Exchange for Radio (DSX4r)

Sponsored by: 

Powered by: 

MONDAY, APRIL 24	TITLE	LOCATION
11:00 AM - 11:10 AM	Digital Strategies Exchange for Radio (DSX4r) Opening Remarks	N257
11:10 AM - 11:25 AM	DSX4r: Chat with Nielsen	N257
11:25 AM - 11:45 AM	DSX4r: Making Money with Digital	N257
11:45 AM - 12:05 PM	DSX4r: Decoding Millennial Behavior: The Psychology of Social Sharing	N257
12:05 PM - 1:05 PM	DSX4r: Looking (And Listening) Ahead: The Podcast Landscape in 5 Years	N257
1:15 PM - 1:45 PM	DSX4r: State of the Connected Car and Digital Dash	N257
1:45 PM - 2:05 PM	DSX4r: The NextRadio Dial Report Update	N257
2:05 PM - 2:50 PM	DSX4r: Interactive Roundtables	N257
2:50 PM - 3:00 PM	DSX4r: Closing Remarks and Takeaways	N257

sessions

Business of Broadcast - Facebook Video Boot Camp

WEDNESDAY, APRIL 26	TITLE	LOCATION
1:30 PM - 5:00 PM	Facebook Video Boot Camp	N257

Business of Broadcast - Focus on Leadership

SUNDAY, APRIL 23	TITLE	LOCATION
10:00 AM - 1:00 PM	NABEF: Focus on Leadership	N257

Business of Broadcast - Podcast Spotlight

WEDNESDAY, APRIL 26	TITLE	LOCATION
10:30 AM - 11:30 AM	Podcast Spotlight: Today in Podcasting - A Radio Station's Guide to Metrics, Reach, Distribution and Monetization	N253
11:40 AM - 12:00 PM	Podcast Spotlight: Practical Podcasting - Podcasts Your Radio Station Can Launch Next Month	N253
12:05 PM - 12:50 PM	Podcast Spotlight: Podcast Content that Builds an Audience and Sells	N253
12:55 PM - 1:10 PM	Podcast Spotlight: Roadmap to Revenue - The Multiple Ways a Radio Station Can Monetize a Podcast	N253
1:10 PM - 2:00 PM	Podcast Spotlight: Finger Food and Networking	N253

Business of Broadcast - Strategies for Advanced Advertising

TUESDAY, APRIL 25	TITLE	LOCATION
10:00 AM - 10:30 AM	Strategies for Advanced Advertising: The Platforms	N257
10:30 AM - 11:00 AM	Strategies for Advanced Advertising: The Data	N257
11:00 AM - 11:30 AM	Strategies for Advanced Advertising: The Sell/Buy Relationship	N257

Creative Master Series Access with Session 3-Pack, Session 4-Pack or Conference Flex Pass



MONDAY, APRIL 24	TITLE	LOCATION
10:30 AM - 11:30 AM	Turning Wolverine into LOGAN: The Editing Team Talks Collaboration	S220
1:00 PM - 2:00 PM	Ghost in the Shell: Creating a Parallel Cyber Future	S220
2:30 PM - 3:30 PM	Game of Thrones: Behind the Scenes with the Filmmakers	S220

Digital Futures Exchange Access with Session 3-Pack, Session 4-Pack or Conference Flex Pass



SUNDAY, APRIL 23	TITLE	LOCATION
10:00 AM - 10:30 AM	Digital Futures Exchange Keynote: Welcome and Opening	N262/N264
10:30 AM - 11:15 AM	Digital Political Spending and the Winds of Change	N262/N264
11:30 AM - 12:15 PM	Emerging Models for Local News	N262/N264
12:15 PM - 1:00 PM	The Outlook for 360 / VR / AR in Local Markets	N262/N264
2:00 PM - 2:45 PM	Reaching Local Audiences with Amazon Alexa	N262/N264
2:45 PM - 4:00 PM	Artificial Intelligence and Bots	N262/N264
4:00 PM - 5:00 PM	Trust and the Media	N262/N264
5:00 PM - 6:30 PM	Wrap Up & Reception	N262/N264

Future of Cinema Access with Session 1-Pack, Session 6-Pack or Conference Plus Pass.

Produced in partnership with:



SINCE 1916

SATURDAY, APRIL 22	TITLE	LOCATION
9:00 AM - 9:10 AM	Opening, Introductions and Sponsor Message	S222/S223
9:10 AM - 10:15 AM	Next Generation Cinema: How It Gets There - The Unintended Consequences of Progress	S222/S223
10:30 AM - 11:10 AM	How It Gets There - Cloud Technology in Global Distribution	S222/S223
12:40 PM - 1:35 PM	How You Capture It: Will Lightfield Change the Way of Content Production?	S222/S223
1:35 PM - 2:45 PM	Next Generation Cinema: How You See It - Projection & Displays in Cinema	S222/S223
3:00 PM - 3:40 PM	How We Make It: Diversity in Cinema in 2017	S222/S223
3:40 PM - 4:10 PM	Next Generation Cinema: How You Hear It - Immersive Audio	S222/S223
4:10 PM - 5:00 PM	Movie Security: How You Steal it (and Then How You Stop Everyone in the Audience From Succeeding)	S222/S223

SUNDAY, APRIL 23

9:00 AM - 9:15 AM	Opening and Session Introductions	S222/S223
9:15 AM - 10:15 AM	Is Cinephilia Dead Or Is It Just Expanding?	S222/S223
10:30 AM - 11:25 AM	How They See It: Do Consumers Really Care About Artistic Intent?	S222/S223
12:55 PM - 1:40 PM	Keynote: Jungle Book, Photorealism and the Bright Future of Filmmaking	S222/S223
1:40 PM - 2:25 PM	Next Generation Cinema: How You Package It - IMF Case Study - Master, Myth and Mystery	S222/S223
2:25 PM - 3:25 PM	How You Get Inside It: VR/AR/AI and Deep Learning - The Immersive New Media Landscape and the Solutions Needed to Get Us There	S222/S223
3:40 PM - 4:40 PM	How You See It or How You Don't: Better In HDR?	S222/S223
4:40 PM - 5:00 PM	Wrap Up	S222/S223

M.E.T. 360 Leaders Town Hall

Access with: Session 3-Pack, Session 6-Pack or Conference Plus Pass

TUESDAY, APRIL 25	TITLE	LOCATION
12:30 PM - 3:00 PM	M.E.T. 360 Leaders Town Hall	N243

Media Finance and Investor Program

Access with: Session 3-Pack, Session 6-Pack or Conference Plus Pass

TUESDAY, APRIL 25	TITLE	LOCATION
9:00 AM - 9:45 AM	Nexstar	N238/N240
9:50 AM - 10:30 AM	E.W. Scripps	N238/N240
10:35 AM - 11:20 AM	Washington Outlook	N238/N240
11:30 AM - 12:30 PM	How Programmatic and AI Technology Potentially Changing the Advertising Industry	N238/N240
1:30 PM - 2:00 PM	tronc	N238/N240
2:05 PM - 2:50 PM	Addressable TV – How Data and Analytics is Enabling Advertisers to Improve ROI by Buying Audiences	N238/N240
2:55 PM - 3:25 PM	SeaChange	N238/N240
3:30 PM - 4:10 PM	OTT – The Era of the Skinny Bundle Has Arrived	N238/N240
4:15 PM - 5:00 PM	The New Face of Facebook	N238/N240

Next-Generation Media Technologies

Access with Session 3-Pack, Session 6-Pack or Conference Flex Pass

Produced in partnership with: 

TUESDAY, APRIL 25	TITLE	LOCATION
1:30 PM - 1:35 PM	Opening & Introductions - Cloud Leadership	N262/N264
1:35 PM - 2:00 PM	Next-Generation Media Technologies Keynote: Cloud for M&E	N262/N264
2:00 PM - 2:45 PM	Thought Leadership for Key Players in the Industry	N262/N264
2:45 PM - 3:30 PM	A Walk in the Clouds	N262/N264
3:45 PM - 4:15 PM	Cloud, HDR & VR	N262/N264
4:15 PM - 4:35 PM	Enterprise Cloud Solution for Program Versioning and Distribution	N262/N264
4:35 PM - 5:15 PM	Lessons from the Front Lines	N262/N264

WEDNESDAY, APRIL 26

9:00 AM - 9:50 AM	A View From the Field: Best Analytics Practices in Media and Entertainment	N262/N264
10:00 AM - 11:00 AM	A View From the Frontier: How AI & Machine Learning Will Change the Game	N262/N264
11:15 AM - 12:00 PM	Next-Generation Media Technologies Keynote: AI, Storygraphics and the Audience Intelligence Revolution	N262/N264
1:00 PM - 1:10 PM	Introduction by Entertainment Technology Center at USC	N262/N264
1:10 PM - 2:00 PM	Current and Future Trends in VR/AR Audio	N262/N264
2:00 PM - 2:30 PM	Case Study 1 - VR Audio at the Oscars	N262/N264
2:45 PM - 3:15 PM	Case Study 2 - Dear Anjelica	N262/N264
3:15 PM - 4:15 PM	The Producer's Perspective on VR	N262/N264

Online Video Conference Access with Session 3-Pack, Session 6-Pack or Conference Flex Pass

Produced in partnership with: 

MONDAY, APRIL 24	TITLE	LOCATION
10:30 AM - 11:15 AM	Online Video Conference Keynote: Inside CBS's Transformation to a Next Generation Content Company	N262/N264
11:20 AM - 11:55 AM	When Video Is King, Data Rules: How Analytics Puts Companies Ahead of Competitors	N262/N264
12:10 PM - 12:40 PM	Research Presentation - OTT Video Services: Fighting to Capture and Retain Users	N262/N264
12:45 PM - 1:20 PM	TV, Disrupted: How the Industry is Responding to Unprecedented Challenges	N262/N264
2:20 PM - 2:55 PM	The Mobile and App-Driven Video Revolution is Here	N262/N264
3:00 PM - 3:35 PM	Sports 2.0: The New Rules of Fan Engagement	N262/N264
3:50 PM - 4:25 PM	The Future of Live Streaming	N262/N264
4:30 PM - 5:05 PM	Making Virtual Reality a Reality	N262/N264

TUESDAY, APRIL 25

9:30 AM - 10:15 AM	Online Video Conference Keynote: Building Dreams of Video's Future	N262/N264
10:20 AM - 10:55 AM	Advanced TV Advertising is Here. Let's Make Some Money.	N262/N264
11:10 AM - 11:45 AM	Spotlight on Video Innovation	N262/N264
11:50 AM - 12:30 PM	Breaking Through With New TV Experiences	N262/N264

Post | Production World (All)

Access with P|PW Season 3 Pack or Post | Production World Pass

Platinum Sponsor:  Blackmagic Design

Gold Sponsors: 

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SATURDAY, APRIL 22

TITLE

LOCATION

Be Your Own Tech Support

12:30 PM - 3:00 PM	Maintaining and Optimizing Mac Workstations & Laptops	S225
3:30 PM - 6:00 PM	Maintaining and Optimizing Windows Workstations & Laptops	S225

Certification Prep Classes

9:00 AM - 6:00 PM	Adobe Premiere Pro 250: Class for Experienced Editors Certification Prep (Day 1 of 2)	N219
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Cross Train Boot Camp

12:30 PM - 3:00 PM	Cross Train: After Effects Essentials for Video Editors	S229
3:30 PM - 6:00 PM	Cross Train: Photoshop Essentials for Video Editors	S229
3:30 PM - 6:00 PM	Cross Train: Editing Video in DaVinci Resolve	S230

Digital Distribution Workshop

3:30 PM - 4:45 PM	Writing for the Web & Social	S227
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Field Workshops

8:00 AM - 5:00 PM	Corporate & In-House Video Production Field Workshop	
8:30 AM - 5:30 PM	Aerial Cinematography Techniques Field Workshop	
11:00 AM - 8:30 PM	Explorations in Photography: Virtual Reality, Timelapse and HDR Photography Field Workshop	

Hands On Training Classes

9:30 AM - 4:45 PM	Hands On: Audio Finishing for Video Editors Hands-On Training Workshop (Day 1 of 1)	N220
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In-Depth: Creative Business

12:30 PM - 1:45 PM	Understanding Intellectual Property: A Crash Course for Creatives	S226
1:45 PM - 3:00 PM	Crowdfunding Your Independent Film or Production	S226
3:30 PM - 4:45 PM	Cultivating Confidence for Creatives	S226
4:45 PM - 6:00 PM	Contracting for Creatives	S226

In-Depth: Production

12:30 PM - 3:00 PM	How to Script: Best Practices for Writing Your Project	S230
12:30 PM - 3:00 PM	In Depth: Corporate Video Production	
12:30 PM - 1:45 PM	Working with Sliders, Motion Control and Intervalometers for Timelapse Productions	S231
3:30 PM - 6:00 PM	In-Depth: Compact 4K Cameras Sony, Panasonic and Canon	S231

Mobile Journalism

12:30 PM - 1:45 PM	Unraveling Digital Workflows for Mobile Storytellers	S228
1:45 PM - 3:00 PM	Mobile 360: Creating Immersive Journalism on Location	S228
3:30 PM - 4:45 PM	Camera Support Options for Mobile Productions	S228
4:45 PM - 6:00 PM	The Rise of the PrEditor: Succeeding as a Producer Editor	S228

sessions

SATURDAY, APRIL 22

TITLE

LOCATION

Motion Graphics & VFX

3:30 PM - 6:00 PM	Boot Camp: Getting Started with After Effects Expressions	S224
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Post-Production Boot Camp

12:30 PM - 3:00 PM	Boot Camp: Getting Started with BlackMagic DaVinci Resolve	S219
12:30 PM - 3:00 PM	Boot Camp: Getting Started with Video Compression	S220
3:30 PM - 6:00 PM	Boot Camp: Getting Started with Apple Final Cut Pro X	S219
3:30 PM - 6:00 PM	Boot Camp: Getting Started with Adobe Premiere Pro	S220

Visual FX Boot Camp

12:30 PM - 3:00 PM	Boot Camp: Maxon Cinema 4D Lite for the Absolute Beginner	S224
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SUNDAY, APRIL 23

TITLE

LOCATION

Be Your Own Tech Support

4:30 PM - 11:30 PM	Aerial Videography Night Time Flying Field Workshop	
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Certification Prep Classes

9:00 AM - 6:00 PM	Adobe Premiere Pro 250: Class for Experienced Editors Certification Prep (Day 2 of 2)	N219
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Creative Business

9:30 AM - 12:00 PM	Hacking Freelance: Building and Sustaining Your Career	S226
1:30 PM - 2:45 PM	How to Avoid Budgeting on the Back of a Napkin	S226
3:00 PM - 4:15 PM	Legal, Business and Contract Issues for Creatives	S226
4:30 PM - 5:45 PM	Creative Business: Creating Inclusive Work Environments	S226

Digital Distribution Workshop

9:30 AM - 12:00 PM	Producing Online Educational Videos	S227
1:30 PM - 2:45 PM	I Sent it Through the Cloud: Cloud Services for Collaboration and Distribution	S227
3:00 PM - 4:15 PM	Producing a Weekly Web Series	S227

Exploring Virtual Reality

9:30 AM - 12:00 PM	Demystifying Virtual Reality: All the Essential Information You Need to Know	S229
1:30 PM - 2:45 PM	Understanding VR Hardware	S229
3:00 PM - 4:15 PM	WEB VR - Why Browser VR will Revolutionize our Industry	S229

Field Workshops

8:00 AM - 5:00 PM	Cinematic Lighting Field Workshop	
4:30 PM - 11:30 PM	Aerial Videography Night Time Flying Field Workshop	

Hands On Training Classes

9:00 AM - 6:00 PM	Hands On: Photoshop for Video Editors Hands-On Training Workshop (Day 1 of 1)	N220
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In-Depth Post Production

9:30 AM - 4:15 PM	FULL DAY: Documentary Editing	S219
9:30 AM - 12:00 PM	Learning to See: Thinking Like a Colorist	S220
1:30 PM - 2:45 PM	Sound Editing in Final Cut Pro X	S220

In-Depth: Production

9:30 AM - 12:00 PM	Shooting Holy Grail Timelapses (Day to Night Workflows)	S230
9:30 AM - 12:00 PM	Fly Your Drone Legally: Drone and Quadcopter Part 107 for sUAS Certification	S231
10:45 AM - 12:00 PM	In the Field Digital Asset Management with Adobe Creative Cloud	S228
1:30 PM - 2:45 PM	The Ultimate Carry-On Field Production Kit	S230
1:30 PM - 2:45 PM	Working with the Union: Navigating SAG-AFTRA Casting & Contracts	S231
3:00 PM - 4:15 PM	LOG and LUT Workflows for Production and Post	S231
3:00 PM - 4:15 PM	Being a Better Director: Shooting for the Edit	S230

Mobile Journalism

9:30 AM - 10:45 AM	Seeing the Story: How to Design Visual Stories	S228
1:30 PM - 2:45 PM	Essential Gadgets for the Mobile Video Creator	S228
3:00 PM - 4:15 PM	iPhone Production and Post from A to Z	S228

Motion Graphics & VFX

9:30 AM - 12:00 PM	Promos & Commercials Breakdowns	S224
9:30 AM - 12:00 PM	3D Modeling Inside Cinema 4D	S225
1:30 PM - 4:15 PM	In-Depth: The Business of Design	S224
1:30 PM - 2:45 PM	Motion Graphics for Non-fiction Storytelling	S225
3:00 PM - 4:15 PM	Animating Photographs in After Effects	S225

Post | Production World Keynote

4:30 PM - 5:30 PM	Post Production World Keynote: Editing at the Speed of Thought	N249-N251
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The Creativity Collective

4:30 PM - 5:45 PM	Avid Power Tips from Top Experts	S228
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MONDAY, APRIL 24**TITLE****LOCATION****Certification Prep Classes**

9:00 AM - 6:15 PM	Apple Final Cut Pro X 101 Certification Prep (Day 1 of 2)	N219
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Digital Distribution Workshop

9:00 AM - 10:15 AM	Choosing the Right Video Hosting Service	S227
11:45 AM - 1:00 PM	Advertising Doesn't Work: How to do Social Media Right	S227
2:00 PM - 3:15 PM	Podcasting is Alive and Well: What You Need to Know	S227
3:30 PM - 4:45 PM	Producer's Guide to Multi-Platform Storytelling	S227
5:00 PM - 6:15 PM	Advertising Strategies with Online Content	S227

Exploring Virtual Reality

9:00 AM - 10:15 AM	A Guide for 360° Lighting in VR Production	S229
11:45 AM - 1:00 PM	VR Stitching Solutions for Editors	S229
2:00 PM - 3:15 PM	Intro to Audio Finishing for Virtual Reality	S229
3:30 PM - 4:45 PM	Streaming VR: Understanding Wireless Workflows	S229
5:00 PM - 6:15 PM	Directing VR Productions (panel)	S229

Hands On Training Classes

9:00 AM - 6:00 PM	Hands on: Adobe After Effects for Video Editors - Hands-On Training Workshop (Day 1 of 3)	N220
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sessions

MONDAY, APRIL 24

TITLE

LOCATION

In-Depth Post Production

9:00 AM - 10:15 AM	Media Management Strategies in Final Cut Pro X	S228
11:45 AM - 1:00 PM	Finding The Truth: Video Monitor Calibration	S219
11:45 AM - 1:00 PM	Mastering the Magnetic Timeline in Final Cut Pro X	S228
2:00 PM - 3:15 PM	Resolve Collaborative Workflows	S219
2:00 PM - 3:15 PM	NLE Independence - Editing Beyond Adobe, Apple and Avid	S228
3:30 PM - 4:45 PM	Working Effectively with PhraseFind and ScriptSync in Avid Media Composer	S219
3:30 PM - 4:45 PM	Premiere Pro Audio Demystified	S228
5:00 PM - 6:30 PM	Final Cut Pro X in the Fast Lane	S219

In-Depth: Production

9:00 AM - 10:15 AM	Producing Multi-Camera Shoots for Successful Postproduction	S231
9:00 AM - 10:15 AM	Planning for Timelapse and Outdoor Productions	S230
11:45 AM - 1:00 PM	4K Demystified: A Crash Course for Beginners	S230
11:45 AM - 1:00 PM	Working with Real People on Camera	S231
2:00 PM - 3:15 PM	Lessons Learned from the Production of my First Feature Film	S230
2:00 PM - 3:15 PM	Packable Lighting Kits for the Run-n-Gun Productions	S231
3:30 PM - 4:45 PM	Shooting with GoPro Cameras to Capture Unique Point of Views	S230
3:30 PM - 4:45 PM	The One-Man Crew Essential Production	S231

Motion Graphics & VFX

9:00 AM - 10:15 AM	Advanced Photoshop Skills for Motion Graphic Artists	S224
9:00 AM - 10:15 AM	Stop Pitching and Win Creative Projects	S225
11:45 AM - 1:00 PM	After Effects for HTML Animation	S224
11:45 AM - 1:00 PM	Vector Animations in After Effects	S225
2:00 PM - 3:15 PM	Design Hacks for Non-Designers	S224
2:00 PM - 3:15 PM	Fix it in Post! (After Effects to the Rescue)	S225
3:30 PM - 4:45 PM	Creating Organic Looking Objects using Maxon Cinema 4D	S224
3:30 PM - 4:45 PM	Creating Cinemagraphs: Living Photos for Digital Signage & Web	S225
5:00 PM - 6:15 PM	Advanced Expressions Workshop	S224
5:00 PM - 6:15 PM	Integrating CINEMA 4D and After Effects	S225

Post | Production Campus

11:00 AM - 11:30 AM	Creating a Mirror Effect in Adobe Premiere Pro	Post Production Campus
1:00 PM - 1:30 PM	Color Grading in a Snap: Transform from Video Look to Filmatic Art in Moments	Post Production Campus
2:00 PM - 2:30 PM	5 Useful Expressions in After Effects That Do Not Require You to Write Code	Post Production Campus

The Creativity Collective

5:00 PM - 6:15 PM	Premiere Pro Power Tips from Top Experts	S228
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The Society of Camera Operators

5:00 PM - 6:15 PM	The Society of Camera Operators Presents: How I Got the Shot	S230
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UAVs UNleashed

9:00 AM - 10:15 AM	Integrating UAV into the Production Environment	S226
11:45 AM - 1:00 PM	Creating 360° Panoramas	S226
2:00 PM - 3:15 PM	UAV in Journalism: A Case Study on How CNN Integrates UAV into News Coverage	S226
3:30 PM - 4:45 PM	Which UAV is Right for you? - Choosing the Platform for Your Aerial Needs	S226
5:00 PM - 6:15 PM	UAV Keyframing: An Intro to Automated Flight Practices	S226

TUESDAY, APRIL 25

TITLE

LOCATION

Certification Prep Classes

9:00 AM - 6:15 PM	Apple Final Cut Pro X 101 Certification Prep (Day 2 of 2)	N219
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Creative Business

5:00 PM - 6:30 PM	Creative Business: Breaking Into the Industry	S227
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Exploring Virtual Reality

9:30 AM - 12:00 PM	Working with VR in Adobe Premiere Pro and After Effects	S229
2:00 PM - 3:15 PM	Combining Brands and VR for Engaging Content	S229
3:30 PM - 4:45 PM	Handling VR Data on Set	S229
5:00 PM - 6:30 PM	Virtual Reality: Industry Perspectives	S229

Hands On Training Classes

10:00 AM - 6:15 PM	Hands on: Adobe After Effects for Video Editors - Hands-On Training Workshop (Day 2 of 3)	N220
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In-Depth Post Production

9:30 AM - 4:45 PM	FULL DAY: Focus On Color Correction and Grading	S220
9:30 AM - 12:00 PM	Hidden Secrets of Premiere Pro	S219
2:00 PM - 3:15 PM	Indispensable Assistant Editing Skills	S219
3:30 PM - 4:45 PM	Cutting a Fast-Paced Commercial in Final Cut Pro X	S219

In-Depth: Production

9:30 AM - 12:00 PM	Starting Your Production Company: A Legal Primer	S230
9:30 AM - 12:00 PM	In-Depth: ARRI ALEXA Mini	S231
2:00 PM - 3:15 PM	Indie Ideas: Strategies for Independent Productions	S231
2:00 PM - 3:15 PM	Crafting Compelling Video Treatments	S230
3:30 PM - 4:45 PM	Uncommon Timelapse Production and Post Techniques	S230
3:30 PM - 4:45 PM	Scouting and Security Locations	S231

Mobile Journalism

9:30 AM - 10:45 AM	What's In My Go Bag? A Compact Kit for Mobile Journalists	S228
10:45 AM - 12:00 PM	Record High Quality Audio and Video with Smart Phones	S228
2:00 PM - 3:15 PM	Broadcasting Live on the Go: How to Livecast from Mobile Devices	S228
3:30 PM - 4:45 PM	Mobile 360: Creating Immersive Journalism on Location - Canceled	
3:30 PM - 4:45 PM	Video to Go: Backpack Production Kits	S228

Motion Graphics & VFX

9:30 AM - 12:00 PM	Animation Bootcamp: The Crash Course	S224
9:30 AM - 12:00 PM	Creating Animated Titles Using Maxon Cinema 4D	S225
2:00 PM - 3:15 PM	Producing Mograph Projects (A Producer's Perspective): Scripting and Planning for Motion Graphics	S224
2:00 PM - 3:15 PM	A Dozen Ways to Reveal a Logo - Paths Animations in After Effects	S225
3:30 PM - 4:45 PM	Incredible Particles with Trapcode Form	S224
3:30 PM - 4:45 PM	How to Win Over Clients for Your Design Company	S225

sessions

TUESDAY, APRIL 25

TITLE

LOCATION

NABshow Now!

9:30 AM - 10:45 AM	Understanding Optics for 8K	S227
10:45 AM - 12:00 PM	About Storage: Where Individual, Agency and Studio Requirements Overlap and Diverge	S227
2:00 PM - 3:15 PM	How Speech, Image and Video Recognition will Change the Way We Work	S227
3:30 PM - 4:45 PM	Creative Uses for HTML5 Video on Websites	S227

Post | Production Campus

10:00 AM - 10:30 AM	Creating Timelapse Video Using Photoshop	Post Production Campus
11:00 AM - 11:30 AM	360 VR Post: Mocha VR	Post Production Campus
12:00 PM - 12:30 PM	Fast Cuts with Premiere Pro: Learn Quick Tips for Fast Editing	Post Production Campus
1:00 PM - 1:30 PM	C4D Dynamics and Mograph: Building & Breaking Stuff in 30 Minutes	Post Production Campus
2:00 PM - 2:30 PM	Moving from Mac to PC for 4K Video Editing <i>Sponsored by</i>	Post Production Campus

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systems

The Creativity Collective

5:00 PM - 6:30 PM	The Creativity Collective: Final Cut Pro X Power Tips from Top Experts	S219
5:00 PM - 6:30 PM	The Creativity Collective: After Effects Power Tips from Top Experts	

UAVs UNleashed

9:30 AM - 12:00 PM	UAV Cinematography: A Recipe for Guaranteed Success	S226
2:00 PM - 3:15 PM	Post Production Best Practices	S226
3:30 PM - 4:45 PM	Risk Assessment & Mitigation	S226
5:00 PM - 6:30 PM	UAV In Production: Creative, Concerns and Contracts	S228

WEDNESDAY, APRIL 26

TITLE

LOCATION

Hands On Training Classes

9:30 AM - 4:45 PM	Hands on: Adobe After Effects for Video Editors - Hands-On Training Workshop (Day 3 of 3)	N220
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In-Depth Post Production

9:30 AM - 10:45 AM	Proxy Workflow in Adobe Premiere Pro CC	S219
9:30 AM - 4:45 PM	FULL DAY: Video Compression & Distribution	S220
10:45 AM - 12:00 PM	Real-World Multi-Camera Editing Challenges	S219
2:00 PM - 3:15 PM	Getting To Know ACES: A Primer for Colorists & Editors	S219
3:30 PM - 4:45 PM	Documentary Editing: Managing, Organizing and Legal Tips	S219
5:00 PM - 6:30 PM	Conference Wrap-Up Session	

In-Depth: Production

9:30 AM - 12:00 PM	Getting the Best Performance: Directing Actors & Non-Actors	S230
9:30 AM - 12:00 PM	How to Approach Lighting Interviews Like a Portrait Photographer	S231
2:00 PM - 3:15 PM	Managing Teams: Shepherding a Story from Pitch to Post	S230
2:00 PM - 3:15 PM	The Shoot is Over, Now What? (Planning for Postproduction)	S231
3:30 PM - 4:45 PM	Guerrilla Production Strategies: Getting More Done With Less	S230
3:30 PM - 4:45 PM	Directing Your Audio Talent	S231

Mobile Journalism

9:30 AM - 10:45 AM	The Best Mobile Apps for Content Creators	S228
10:45 AM - 12:00 PM	Resources for Success	S228
2:00 PM - 3:15 PM	Creative Lighting Techniques for the One-Man Crew	S228
3:30 PM - 4:45 PM	Managing Your Data in the Field: A 3-2-1 Backup Workflow	S228

Motion Graphics & VFX

9:30 AM - 12:00 PM	Get Moving Without Video	S224
9:30 AM - 12:00 PM	Complex Particle Systems in After Effects	S225
2:00 PM - 3:15 PM	Advanced Keying & Compositing in After Effects	S224
2:00 PM - 3:15 PM	Lighting and Texturing Tips in Cinema 4D	S225
3:30 PM - 4:45 PM	Tracking and Stabilizing Cameras with After Effects	S224
3:30 PM - 4:45 PM	UA Flight 173: A Motion Case Study	S225

NABshow Now!

9:30 AM - 10:45 AM	Changes in Color: HDR, Rec. 2020 and P3	S227
10:45 AM - 12:00 PM	Thunderbolt vs USB Connectivity in Production and Post	S227
2:00 PM - 3:15 PM	Creating Dynamic Media from Static Content: The Rise of Cinemagraphs, Plotagraphs and Pigsures	S227
3:30 PM - 4:45 PM	Wireless Video Production, Tools and Techniques to Save Time	S227

Post | Production Campus

10:00 AM - 10:30 AM	HC4D Dynamics and Mograph: Filling Containers with Objects in 30 Minutes	Post Production Campus
11:00 AM - 11:30 AM	Multi-camera Secrets in Premiere Pro	Post Production Campus
12:00 PM - 12:30 PM	4K & HDR (From Production to Post)	Post Production Campus
1:00 PM - 1:30 PM	Working with Transitions for VR in Premiere Pro	Post Production Campus
2:00 PM - 2:30 PM	Premiere Pro Workstations - What You Need to Know <i>Sponsored by</i>	Post Production Campus



UAVs UNleashed

9:30 AM - 12:00 PM	Aerial Vehicles for Real Estate (Best Practices for Real Estate Videography)	S226
2:00 PM - 3:15 PM	An Introduction to UAV 360°/Virtual Reality	S226
3:30 PM - 4:45 PM	UAV Keynote – Commercial UAS: Transitioning into Tomorrow's Production	S226

THURSDAY, APRIL 27

TITLE

LOCATION

Hands On Training Classes

9:30 AM - 4:45 PM	Hands on: Audio Finishing for Video Editors; Hands-On Training Workshop (Day 1 of 1)	N219
9:30 AM - 4:45 PM	Hands on: Color Correction for Video Editors: Hands-On Training Workshop (Day 1 of 1)	

Post | Production Campus

10:00 AM - 10:30 AM	Working with Proxies and Transcoded Media in Adobe Premiere Pro	Post Production Campus
11:00 AM - 11:30 AM	An Introduction to Text Animation Using Adobe After Effects	Post Production Campus

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WEDNESDAY, APRIL 26	TITLE	LOCATION
9:00 AM - 10:00 AM	Satellite's Growing Role in Over-The-Top Content Delivery	N255
10:30 AM - 11:30 AM	Satellite Broadband - New Constellations and High-Throughput Satellites Pointing to a Market Revolution	N255
1:30 PM - 2:30 PM	Roundtable on Satellite Technology Innovation: Satellite Conquering the Challenges of Mobile Connectivity	N255
3:00 PM - 4:00 PM	Is Technology Actually Solving Interference for the Broadcaster?	N255

Sports Media and Entertainment

Access with Session 3-Pack, Session 6-Pack or Conference Floor Pass

MONDAY, APRIL 24	TITLE	LOCATION
11:00 AM - 11:45 AM	Here's How Agile Mixtures of Social, Mobile & OTT are Expanding the Sports TV Kingdom	N253
12:00 PM - 12:45 PM	A New Era of Live Entertainment Streaming	N249-N251
TUESDAY, APRIL 25		
3:30 PM - 4:10 PM	The NBA's Golden Age of Innovation	N249-N251
WEDNESDAY, APRIL 26		
12:00 PM - 1:00 PM	Sports and the Business of Broadcast	N249-N251

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