

Symphony of quality

Conference Analysis

By Carolyn Giardina

Filmmaker and innovator Douglas Trumbull — the iconic VFX pioneer behind *2001: A Space Odyssey* and *Blade Runner* — received a standing ovation at his Monday Keynote as he called on the industry to advance the theatrical experience and previewed his MAGI system that he believes can deliver a "new cinematic language."

This vision for MAGI involves projecting movies on giant

screens in 4K 3D at 120fps — which he asserts will create a more immersive, unique experience that just can't be reproduced on a TV or tablet.

"The technical standards [for cinema] are almost identical to the technology for TV, so there's very little difference and people are finding the convenience of a tablet is outweighing the inconvenience of going to the theater," he warned the audience. "There's no one silver bullet [for improving cinema] — not just HDR, or HFR, or sound or giant screens — it's all those things together in a symphony of increased quality."

To demonstrate the potential of this plan, the filmmaker created Trumbull Studios in Massachusetts, where he made an experimental short with his system, entitled *UFOTOG*. It was shot using Canon Cinema EOS C500 cameras on 3Allty rigs, at 4K 60fps with the two cameras shooting out of sync to capture 120 fps. It was posted using Fusion from Eyeon (acquired by Blackmagic on the opening day of IBC).

Clips from *UFOTOG* were screened in 2K, 3D at 120fps using dual Christie 6P laser projectors and Dolby 3D, as well as with Dolby Atmos sound.



Trumbull acknowledged that conversations are underway with studios and filmmakers about his system, adding, "I have talked to directors who are very interested in this."

IBC delivers on expectations



By 18:00 on Monday, IBC had already passed last year's total attendance, with 54,036 through the doors of IBC2014.

"IBC's goal is to deliver an event that is relevant to the community," said Michael Crimp, CEO of IBC. "Getting the right attendance is more important than big numbers,

but it is encouraging when we get both quality and quantity."

The number of attendees was up across the board, reflecting the larger exhibition, growing interest in the conference and IBC Leaders' Summit, and interest in special programmes like IBC Rising Stars.



Oracle to acquire Front Porch: Oracle has inked an agreement to acquire content storage systems developer Front Porch Digital. The deal is expected to close within 60 days; terms were not disclosed. Front Porch COO and GM Rino Petricola (pictured) said Oracle has a keen interest, in particular, in its DVArchive long term storage systems, which are largely targeted at the broadcast industry with clients including Discovery Communications and the BBC (and also have a legacy link to Oracle's StorageTek line). But this is a market that appears poised for massive growth. "Our products can be used to address industries such as government, defence and medical," Petricola said. "We expect that with this acquisition we'll be able to reach these other rich markets." While much is not yet determined, Petricola confirmed that plans are for Front Porch to continue to operate independently though Oracle is interested in integrating these assets into its larger business. "It is clear this world is becoming more of an IT market," he said. "Oracle has a number of soft applications — for example a DRM app and an audience analysis app — and could bring better solutions into the broadcast market." Carolyn Giardina & George Jarrett 7.D14

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PAUSE, REWIND, PLAY

IBC 2014 is almost over. The future of TV depends on you. Engage with us to share your vision and understand ours. The rules of TV are changing.

TV is a new game. It's time to play.

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Dual waveform rack-mount display

Marshall Electronics

By **David Fox**

Waveform monitoring and multiple inputs are key features of Marshall's new M-Lynx-702W dual 7-inch high-resolution rack-mount display. It offers both analogue and digital inputs to suit multiple broadcast environments, plus user-friendly feature luminance and exposure waveform features.

"The M-Lynx-702, our original Lynx dual 7-inch display, filled a need in the broadcast industry for multiple inputs and intuitive design. Building on consumer feedback, we've developed the M-Lynx-702W with waveform to offer professionals more control over the image. The M-Lynx-702W provides the functionality of a go-to utility monitor and the advanced features of a high end reference monitor in



one economical unit," said Marshall director of sales and marketing, Devan Cress.

It has both HDMI and 3G-SDI (auto selects HD-SDI/SDI) loop-through inputs, while analogue inputs include component and composite, also with loop-through. There is direct access to all functions through professional front panel controls, while standard power and tally connections plus a logical menu structure make it suitable for custom system designs.

It has two 7-inch 16:9 monitors, 3RU high, each 1280 x 800 and a viewing angle of 150°. Features include: audio de-embedding and monitoring via front panel headphone jacks; built-in LED tally indicators; waveform; vector; selectable markers; 1:1 pixel mapping, and remote operation via an RJ-45 Ethernet port.

11.D20



Clear vision: Clarity is installed in SABC's OB trucks

SABC takes Clarity on the road

Pixel Power

By **Carolyn Giardina**

Four Clarity graphics systems were recently delivered by Pixel Power to South African national broadcaster SABC, which is using them in outside broadcast trucks—matching the capabilities to its studios in Johannesburg which already have eight Clarity installations.

The common platform allows staff to "move freely between studios and remote operations, making operations more flexible and increasing opportunities for operators and artists to work on a wider range of programmes."

The new Clarity units were installed in

the OB trucks in time for coverage of the South African elections last May, allowing the broadcaster to use common templates across the whole of the output. The contract, negotiated by Pixel Power's South African distributor, Zimele Broadcasting Solutions, included integration, training and development services alongside the supply of hardware and software.

"Clarity gives us creative freedom, but also simple and secure operation which is critical on a live outside broadcast," said Mervin Buthelezi, technical manager for outside broadcasts at SABC. "We got fed up with borrowing a Clarity from the studios when we needed one, so we bought one for each of our big trucks."

7.A31



Identify, pinpoint, prioritise, resolve, prevent

Agama Technologies

By **Ian McMurray**

Showcasing the upcoming Version 4.7 of the company's DTV Monitoring Solution, Agama Technologies says that enhancements have been made across its complete product suite which is said to include powerful head-end and network probes, as well as embedded monitoring for STBs, gateways and media players.

Top-level end-to-end views in the central management systems make it possible to follow the QoE and QoS for services all the way from creation in the head-end to consumption for each individual viewer, as well as for groups of viewers. This, according to Agama, allows operators to quickly identify, pinpoint, prioritise, resolve and prevent disturbances affecting the customers' experience, satisfaction and loyalty.

When operators integrate the Agama

solution into their operational processes, the company believes that it naturally becomes a cornerstone in ensuring technical transparency, customer understanding and operational efficiency, making efficient management and high accessibility of the Agama solution itself crucial. In version 4.7, Agama is releasing what it describes as an enhanced replication and redundancy mechanism in the Enterprise Server EX, which among others supports faster data replication. Should a server fail in a redundant cluster, this improvement is claimed to shorten the time it takes to bring a new server into the cluster.

Other new features and improvements in version 4.7 include support for saving Analyzer recordings in PCAP format for offline analysis in tools such as Wireshark, and support for 3GPP VOD using Helix streaming servers in the Active RTSP Analyzer add-on for proactive monitoring of RTSP on-demand services.

4.A75

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