

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 3Aality 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 7.014

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An IBC panel investigates the state of Loudness standards

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IBC Content Everywhere rolls on

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Continued UHD growth in 2014

Douglas I Sheer examines the growth of a new generation of Ultra HD 4K

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Exhibitor list and floor plan

Plan your way around IBC2014 with the full exhibitor list and floor plans at your fingertips

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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.

On call: MXL's MM-VE001 Mobile Videographer's Essentials Kit with bracket mount

Mobile Media Microphones for phones

MXL Microphones

By **David Fox**

Mobile phones and tablets are increasingly used for reporting, but for broadcastable audio, MXL Microphones, part of Marshall Electronics, has launched a Mobile Media Series. Initially four microphones that come with a 3.5mm Y cable with a built-in headphone jack for audio playback or monitoring, each is tailored for specific recording applications to capture clearer, more targeted audio.

"As more people use mobile devices for audio and video recording, the demand for quality mics is growing," said MXL director of sales and marketing, Perry Goldstein. "One mic does not fit all applications. That is why MXL is



creating a full line of mics that plug into the 3.5mm mini jack, which makes them compatible with most phones and tablets, regardless of operating system."

The MM-VE001 Mobile Videographer's Essentials Kit consists of the FR-310 shotgun microphone, an impedance-matching cable with 3.5mm plug, and a fully adjustable bracket mount.

The MM-110 is a boundary microphone useful for recording

meetings or interviews involving multiple people to a mobile phone or tablet.

The MM-130 Handheld Microphone is designed for one-on-one interviews. It has cardioid and omni patterns and a simple handheld design that looks professional on camera.

The MM160 is a lavalier or lapel microphone with an omni capsule. All four Mobile Media microphones are available now.

11.B20

Quantum mechanics: The StorNext line also includes StorNext Pro Studio



StorNext Connect launched

Quantum

By **Carolyn Giardina**

StorNext Connect is a new tool to monitor and manage StorNext deployments from Quantum.

Through StorNext Connect, customers can install StorNext software, upgrade StorNext clients and servers, restart clients, check status on automated tasks, and troubleshoot performance issues through

realtime graphs.

At IBC, Quantum is additionally highlighting its StorNext cloud-enabled systems. Also, it's presenting its StorNext Pro workflow storage systems including StorNext Pro 4K for 4K production, StorNext Pro Studio for refreshing Xsan deployments, and StorNext Pro Production for content owner workflows.

All StorNext systems are built around the StorNext 5 storage platform.

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