NICK'S 2019 NAB REVIEW
DISCLAIMER

THIS WAS A BUSY NAB FOR ME...

LOTS OF MEETINGS, NOT ENOUGH EXPLORING
TOO MANY NEW PRODUCTS TO GO INTO...

...BUT I KNOW BOB IS GOING TO TRY ANYWAY
SO, LET'S TALK TRENDS...
2019 WAS THE YEAR OF...

LEAPS AND MATURATION
THE MARKET HAD A CHANCE TO TAKE A BREATH
LESS MARKETING, MORE SUBSTANCE...
THE TRENDS

1. **8K+ Resolution**
   - Supersampling
   - Sensor size

2. **HDR**
   - Inconsistent evolving spec
   - Home vs. theatrical

3. **Virtual Production**
   - Real-time ray-tracing
   - AI-based tracking and procedural workflows

4. **AI & Machine Learning**
   - Image Analysis
   - Automation (Technical & Creative)

5. **Interactive Series**
   - Choose your own adventure
   - User-controlled UX

6. **Cloud Utilization**
   - Redundancy
   - Access / Archive

7. **5G**
   - Consumer adoption
   - Satellite

8. **Security**
   - On/off premises
   - Changing mindset
8K IS NOW HERE

BECAUSE... WHY THE HELL NOT?
THE GREAT PLATEAU

- Pre-Resolution
- Digital Revolution
- The End of Perceivable Resolution
- About as far as we needed to go...
Introducing HyperDeck Extreme 8K HDR
The world's first 8K broadcast deck with advanced H.265 recording, touch screen interface, internal cache, scopes and more!
From $4,995

Introducing ATEM Constellation 8K
Live switcher with 4 M/E, 40 standards converted 12G-SDI inputs, 24 12G-SDI out, 4 DVEs, 16 Keyers and 4 multi viewers!
Only $9,995

Teranex Mini SDI to HDMI 8K HDR
Advanced 8K HDMI monitoring solution with dual on-screen scope overlays, HDR, 33 point 3D LUTs and monitor calibration!
Only $1,295
8K IS NOW PROSUMER

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

BUT IT'S TIME TO FIGURE OUT WHAT THAT MEANS...
STANDARDIZATION CONVERSATIONS ARE STARTING ACES, PERCEPTUAL TRANSFORMS, AND DISPLAY INTEGRATIONS
Virtual production is finally ready. Anyone can make films like the Jungle Book or Avatar.
BRAINSTORM

INFINITYSET

REAL-TIME RAYTRACING & REFLECTIONS
ARRAY

DEEPTRACK

REAL-TIME TRACKING

USING A CAMERA FEED AND ML
AI & MACHINE LEARNING ARE FINALLY USABLE

COMING FROM NVIDIA TO AN NLE NEAR YOU...
AI HAS COME TO NLES

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

- **ADOBE AFTER EFFECTS**
  - Object removal

- **AVID**
  - Still implementing their AVID AI initiative as part of their MediaCentral Cloud
  - Speech to text, facial recognition, indexing, etc.
WHAT ELSE IS NEW WITH THE NLES?

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

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

- **AVID**
  - Entirely re-designed UI
  - ACES (32-bit float color pipeline)
  - MXF OP1A
  - Task-based panel layouts
THE OTHER STUFF

1. **INTERACTIVE**
   IMF is coming together to make interactive storytelling more practical.

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

3. **5G**
   Is it really coming? If so, is it healthy?

4. **SECURITY**
   VPNs and decentralized borderless networks
HERE'S JUST A FEW INTERESTING THINGS...
2019 WAS A SOBERING YEAR FOR THE INDUSTRY
FEWER BUZZ WORDS, MORE STABILITY
PREDICTIONS FOR 2020

- Virtual Production Testimonials
- Focus on Tactile Production Experience
- Better User Interaction with AI & ML
- Hybrid Decentralized Workflows
- Standardization of Procedural Workflows
- Less Tech, More Creative...
QUESTIONS?