

# NAB 2019



5G is coming soon



Las Vegas



8K LED is here

By Louis Gabriele

Broadcasters from all around the world made their way to Las Vegas for the NAB SHOW.



There were broadcasters from 160 countries who made the journey. The NAB Show was massive and well attended, even though the numbers were down slightly. The final count for 2019 was 92,912.



## Remembering the Past

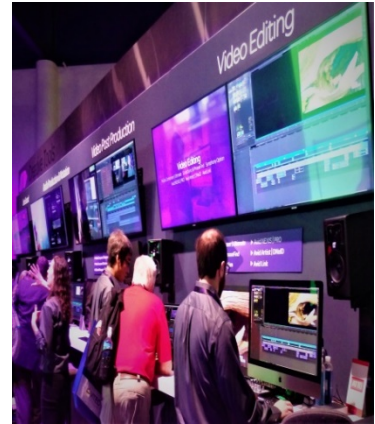
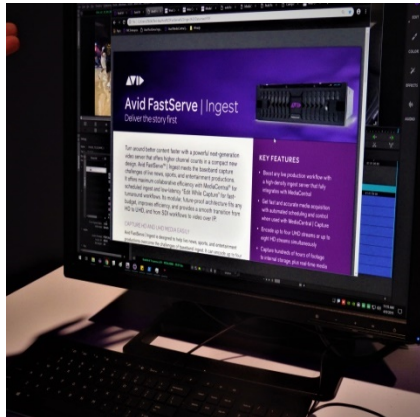


## The Present at NAB



The 2019 theme is "Every Story Starts Here." "When all is said and done, this business is about telling stories," said Chris Brown, executive vice president of Conventions & Business Operations for NAB, "and NAB Show is the only event that provides exposure to the full array of products and techniques that enhance the storytelling process. It also provides a forum to learn and network with the entire international media and entertainment ecosystem—all with the goal of building and delivering better stories."

## AVID



“The needs of the media and entertainment industry are constantly evolving, which is why Avid continuously rethinks and reinvents our products and solutions so that our customers can continue to create compelling content as well as disrupt the industry with their innovations,” said Jeff Rosica, CEO and President at Avid. According to Derek, AVID Editor, “If you use Avid Media Composer you'll be pleased to hear about the new updates coming to Avid Media Composer in 2019! The Liftman tool is back too!” [@Editors Keys](#), “I can't wait for it!”

**ALL new Adobe Premiere Rush is the first app that lets you shoot, edit and share to your favorite social channels – all from app, anywhere you are.**

**Annual plan, prepaid - US\$119.88/yr.**

**Monthly plan - US\$9.99/mo.**



**An upgrade to Ross' Carbonite Ultra production switcher adds native 4KUHD support, enhancing it to 2 full MEs plus 2 MiniMEs with 18 inputs and 10 outputs in native 12G 4KUHD.**

**STARTING AT \$10,900**



Dejero showcased its latest EnGo mobile transmitter, which is now packed with more processing power to deliver content adaptive encoding and HEVC/H.265 compression.

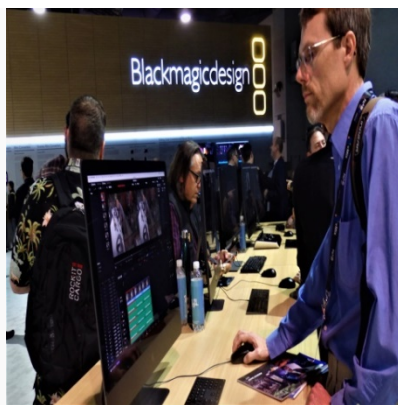


## NIKON



Nikon has added the first full-frame mirrorless cameras to their array of DSLRs and NIKKOR lenses. Upcoming firmware will allow the Z series to output 4K UHD or Full HD 12-bit Raw video to a recorder.

## Black Magic Design



Blackmagic Design announced DaVinci Resolve 16 at NAB 2019. The URSA Mini Pro 4.6K G2 is designed to be tough and fully featured. It includes everything in a compact handheld camera

## CANON

Canon announced four new camcorders to their professional lineup. The Canon XA40 and XA45 are new for journalists and broadcasters, while the XA50 and XA55 have creative video production capabilities.

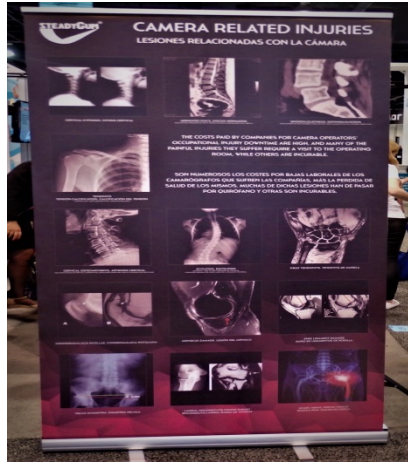


## SONY

From 4K to 8K and beyond, Sony is making media assets more accessible, easier to move, share, archive, manage, distribute, and monetize. 4K/HD HDR Live Camera System  
Sony's new **HDC-5500** is a multi-format live camera equipped with the world's first 2/3-inch 4K global shutter three CMOS sensor. The imager ensures quality in 4K, HD and HDR live production applications. The camera is also capable of outputting 4K directly from the camera using a 12G-SDI interface, enabling 4K field monitoring and 4K / HDR wireless applications. The new CCU provides 12G-SDI 4K output as standard.

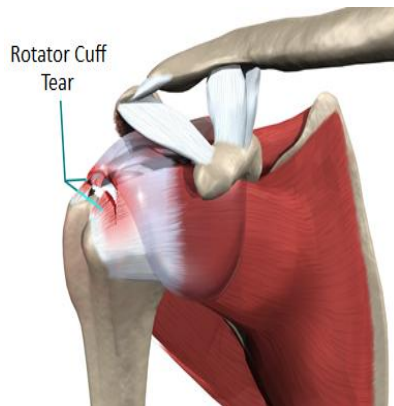


## Camera Related Injuries

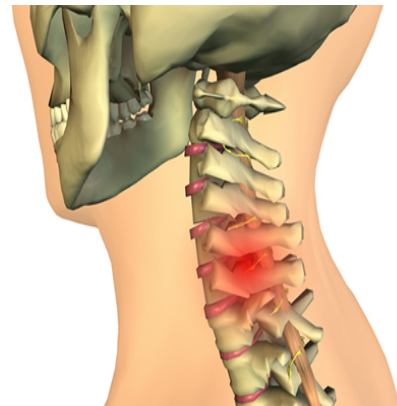
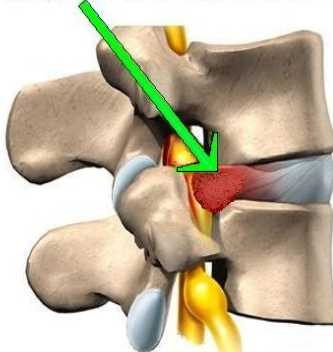


Here are the stories: *"I've been shooting with heavy ENG cameras in news, sports, entertainment and documentaries for over 30 years."* – *"I shot hand-held for hours on end"* – *"I sat cross-legged on many parquet floors with one of the first ENG style cameras on my shoulder for entire games for years."*

You are nowadays talking about 40 pounds with a battery pack. Here are some of the injuries:



Bulging disc pressing on nerve



If you think you might be suffering from any medical problem, don't waste time, get medical help!

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