

NAB SHOW 2022

By Louis Gabriele



The NAB Show 2022 opened their doors at the Las Vegas Convention on April 23rd through to April 27th with more than 900 exhibitors. This premier event is open for professionals in the media, entertainment and technology ecosystem. It is time for....

Lights

Camera

Action



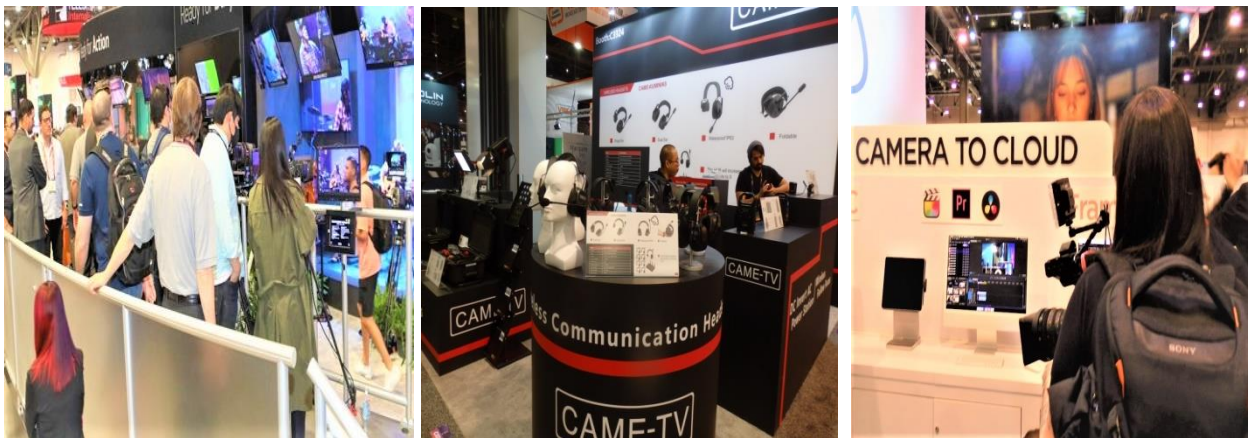
Exhibitors, attendees and partners from around the world showed up in Las Vegas. NAB President and CEO Curtis LeGeyt said, "We thank the NAB Show community for making this year's convention an incredible experience as we get back to doing business in person." The total number of registered attendees were 52,468, international attendees 11,542 represented by 155 countries.



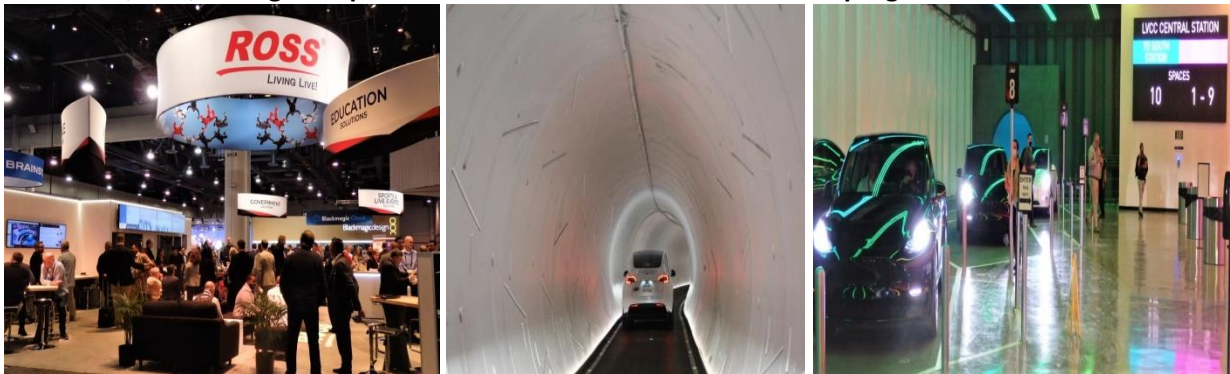
Staying Well and Safe



To allow for social distancing, floor theaters and meeting rooms were not set to capacity. Proof of full COVID-19 vaccination or a negative COVID-19 test were required for entry into the 2022 NAB Show. A healthy and safe environment for all participants was a top priority. Masks were recommended but not required. To get your badge, a registration system was touchless. According to NAB officials, increased medical staff personnel were onsite with reserved medical rooms.



It's been three years since NAB has had a "SHOW". Within that time, there was a shift toward remote production workflows, stay at home editing and virtual productions. Sony Electronics Executive, Neal Manowitz, said, "The global pandemic has acted as an accelerant for progress."



The crowds were spread out and some transport was done through tunnels by Tesla driven autos underground.

What's the state of Broadcasting?



NAB PREZ and CEO Curtis LeGeyt held a fireside – type chat with FCC Chairwoman Jessica Rosenworcel on the NAB main stage at 10AM April 25th. The FCC Chairwomen said, “ We’ve got to figure out how to work together or we don’t get anything done.” Regarding initiatives ranging from the CARES Act to the infrastructure investment and JOBS Act, she said, “We’ve turned down the volume and ramped up the activity.” Rosenworcel looks forward to the day when there are 5 commissioners because at present there are only 4 commissioners, creating a gridlock of a 2 to 2 split.



High End TV Remote Field Truck and Production facilities



Marshall's Micro cameras



Producers and Directors can operate remotely in the field in the van. Van comes with 2 IATSE 600 technicians

Learning More

Lester Holt, NBC Nightly News anchor, joined his former MSNBC co-anchor, Ashleigh Banfield on the NAB Show Main Stage on Sunday, April 24th at 1:15PM. Banfield interviewed Holt on her “Rising Tide: The Value in Mentoring Others” Show. The interview preceded Lester Holt’s induction into the NAB “Hall of Fame”. Ashleigh wants to “help the younger generation.” Lester said, “The first job is the hardest. Focus on your craft, the one you have. Find those mentors.”



Product of the Year Awarded: ARRI: ARRI Hi-5 camera



Blackmagic says that the URSA Mini PRO 12K is the world’s most advanced digital film camera with a Super 35 sensor built into the award winning URSA Mini body and it is only \$5,995, a bargain.

Award Winners



Award Winner – Canon – Products of the Year (Zoom lenses and Cameras) The EOS R5 C is a full-frame mirrorless camera, a hybrid, RF-mount 8K camera which showcases video formats & Cinema EOS.

CES 2022 Innovation Award Winner and NAB Show 2022 Product of the Year Winner



New product:

Human

AI – Human

AI Studios is a video production tool that makes it easy to produce videos without the need to film or employ the real people. The expected outcome: It cuts video production time by up to 70%; celebrity anchors for a fraction of the price with diverse languages, race and gender. It is applicable for a wide range of industries. Their global presence includes Seoul, South Korea; Beijing and Shanghai China plus San Diego, California.

ARE YOU WORRIED ABOUT BEING REPLACED?

By Louis Gabriele