

Communications!



The SMART TV can act as a media and information hub. Leaders, family members and caregivers can send targeted messages to patients to take their medicine, eat their food, offer lifestyle tips and deliver announcements of social events. With WIFI the patients can interact with the SMART TV. “Technology partners can develop solutions that enhance the digital experience — such as software that allows families and friends to share photos directly.”

Content!

Connectivity!

The National Association of Broadcasters (NAB) filed a petition in federal court, seeking to require the Federal Communications Commission (FCC) to complete its 2018 review of broadcast ownership rules and determine whether broadcasters are still in the public interest.

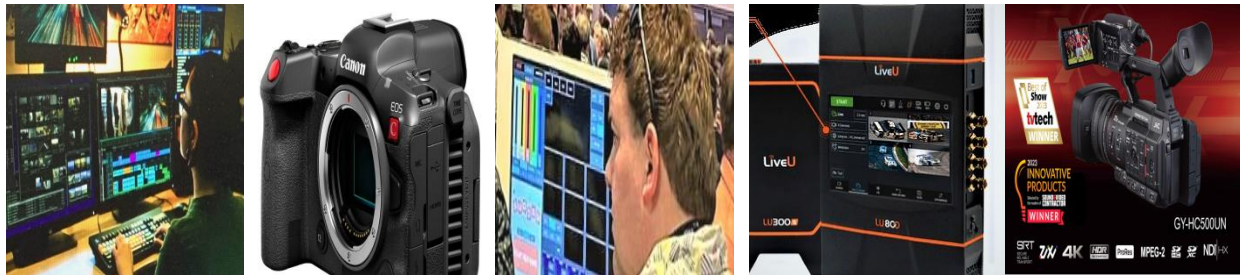


by Louis Gabriele

Celebrating 100 years, NAB SHOW 2023 had registered over 65,000 in attendance with over 1200 exhibitors, compared to 52,468 attending in 2022.

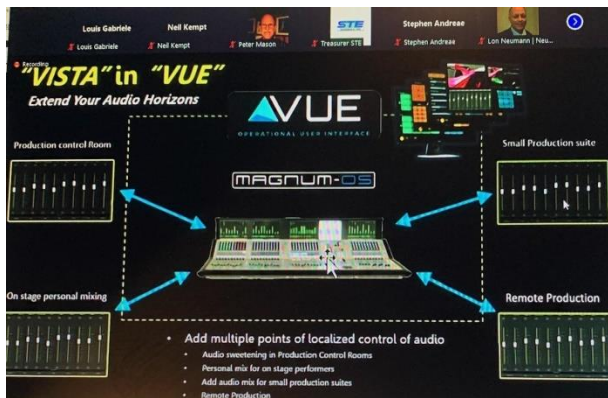


Exhibitors



NAB president and CEO Curtis LeGeyt said, “We are thrilled to have so many exhibitors, attendees and partners from around the world join us in Las Vegas to help celebrate 100 years of innovation. More than any other year, everyone is filled with so much enthusiasm and energy as they engage on the show floor, in special sessions and throughout the entire event.”

Another Milestone



Studer has been a well-known audio brand for 75 years. As a market leader and industry innovator, the Vista series provides a solution for a wide range of applications from home-based production to large production and event facilities. Their newest product is the “Vista Bravo.”

SPEAKERS



Expansion of Next-Gen TV



“ATSC 3.0: Poised to replace the existing US digital television system. This new form is now available in many US television markets. New launches are happening with greater bandwidth efficiency and enhanced video quality. Manufacturers are offering these enabled receivers in increasing numbers of models in all price ranges.”

News Production System



Octopus 11 is a newsroom computer system that unifies news production in one platform. Deployed on-premises or in the cloud, it enables news production from anywhere. It can be story-centric or rundown-centric. Octopus 11 covers newsgathering to planning, editing, and delivering multi-platform content.

Ross - The Touch Drive Difference

Touch Drive control surfaces have been designed from the ground up to address the needs of Technical Directors and Vision Mixers who are tasked with managing complex switcher effects in fast-paced live production environments.



Demonstrations, Q & A



TIP of the ICEBERG



According to Tech Trends 2023, Metaverse is expected to be an \$80 billion market by 2024 as companies begin to use the technology to create an enriched alternative to the flat, two-dimensional world we currently access via video feeds, email and texts.

What is the Metaverse? The Metaverse is the next evolution in social connection and the successor to the mobile internet. According to Wikipedia, The "**Metaverse**" is a hypothetical iteration of the Internet as a single, universal, and immersive virtual world that is facilitated by the use of virtual reality (VR) and augmented reality (AR) headsets.

The Future of Broadcasting



NAB President and CEO Curtis LeGeyt spoke with Univision's (KMEX) Gabriela Teissier. She is the anchor for the early morning news, formerly known as "A Primera Hora." They spoke about the state of the broadcast industry. "It is innovation that is going to enable us to further our connection to our communities. That is our competitive advantage. LeGeyt continued, "So, I couldn't be more excited to lead that fight. And I'm just grateful for the conversation today and the opportunity to have so many people out here at this show investing in broadcast future."

AM Radio

"More than 80 million Americans listen to AM radio each month and depend on it for news, talk, traffic, weather and sports. Yet despite the continued popularity of AM radio, certain carmakers have removed AM from their new vehicle models, which presents a dire public safety risk. AM radio serves as the backbone of our nation's [emergency alert system](#). NAB is asking listeners to contact Congress and telling them to keep AM radio in cars."

See you next year at the 2024 NAB SHOW

April 13 – 17, 2024 at the Las Vegas Convention Center, Nevada

by Louis Gabriele