

# Possibilities will become reality this month @ 2011 NAB Show

**LAS VEGAS** – This month, 2011 NAB Show is the ultimate place to find everything necessary to bring broadcasters' visions to life.

Whether a content creator's idea of a masterpiece is a well-designed content management system that truly maximises assets, a flawless live sports broadcast that goes around the world in crystal-



clear definition, revolutionary software that renders natural 3D environments, or blog content that becomes a movie and has an extremely profitable second life as a mobile game — the NAB Show is, according to the show organiser, the ultimate place to find everything necessary to bring visions to life.

For more than 85 years, the NAB Show has continued to be the essential destination for broadcasting professionals who share a passion for bringing content to life on any platform — even if they have to invent it. From creation to consumption, the halls of the Las Vegas Convention Center in Nevada, USA, this April 9-14 is the place where “possibilities become realities”.

## Sprinting ahead in ultra-slow-motion

At last year's NAB Show, I-Movix, a Belgian-based provider of technology in the domain of extreme slow motion, introduced the SprintCam Vvs HD, an ultra-slow-motion system for live HD broadcast production.

This year, I-Movix returns with an improved SprintCam Vvs HD, which now operates at frame rates up to 2,700fps in 1080i50 or up to 5,800fps in 720p60 (more than 200 times slower than live action) and provides instant replay at native HD resolution and image quality.

New features include a dual output that allows a camera operator to shoot and record simultaneously segmented memory,



I-Movix's SprintCam Vvs HD now operates at frame rates up to 2,700fps in 1080i50 or up to 5,800fps in 720p60.

into broadcast operations, with a range of features and ease-of-use optimised for the rigors of

of convenience and creativity in ultra-slow-motion action.

Laurent Renard, CEO of

## S&T's interactive-TV solutions

S&T (Strategy & Technology), a provider of interactive-TV technologies aimed at helping broadcasters improve their businesses, is introducing the RedKey 3, a DTV receiver client software that supports execution of interactive applications conforming to the HbbTV specification and various MHEG-5 profiles.

MHEG-5 is the leading international public standard for interactive-TV services.

RedKey 3 integrates the NetFront Browser from Access with HbbTV signalling and S&T's proven DSM-CC client.

The S&T implementation of NetFront is based on the same core API (application program-

application standards.

Also new at **booth #SU7921** is the TSProcessor, which provides an ETV/EBIF application monitoring and management for broadcasters and cable headends.

ETV/EBIF is an alternative standard for interactive-TV applications for US cable. TSProcessor reads transport streams that contain ETV applications and provides detailed analysis of ETV events and content.

S&T is also showcasing a comprehensive range of products and solutions for interactive-TV, electronic programme guides (EPG) and on-demand/catch-up TV to meet the needs

...necessary segmented memory, ramping of speed within a replay, dual output of live action and replay sequences, and integration of both live- and replay-view on the viewfinder.

In addition, the SprintCam Vvs HD offers seamless integration

use optimised for the rigors of demanding broadcast schedules. Specially designed for live broadcast use, the SprintCam Vvs HD can be specified in a standard camera version or optimised for shoulder-mounted portable shooting, providing a high level

Laurent Renard, CEO of I-Movix, concluded: "With these latest enhancements, the Sprint-Cam Vvs HD provides broadcasters with another leap forward in performance and convenience, far stripping what is available from any other system."

...system is based on the same core API (application programming interface) already utilised in S&T's RedKey 2 engine for MHEG-5, and will significantly reduce integration costs for receiver manufacturers requiring support for both interactive

...catch-up TV to meet the needs of operators and broadcasters worldwide. These include the S&T Player, the RedKey 2, the TSBroadcaster 2, the TSMonitor, the MHEG EPG and the MHEG Presenter.