IBC Report

Hello, I'm Marc, a french 22 years old student. I wrote an article about artificial intelligence in the field of image compression for the IABM student award program, and I still don't know why I won this because my English is quite crap. But anyway, I had the fantastic chance to go to the IBC and I will tell you what I did.

On the first day of the IBC, the 13th September, I visited a few stands without really talking to the people who owned them, because I was quite stressed to talk in English. However, some attempts were successful, for example, I was able to talk with the staff at the *Image Matters* stand who makes electronics and software platforms that help audiovisual equipment manufacturers to make the transition to the new video world, a world with a higher image resolution, deeper colors, more image per seconds.

It was very funny to see how the audiovisual world is gigantic because I saw *Image Matters* that provides electronics subsystems, and, twenty minutes later, I went to the hall that showed antennas, and another about cranes and lighting. The IBC was so big that it was impossible to visit everything.

After several wanderings I decided to go to conferences. My first was *Global business gamechangers : Where's the money coming from ?*

I want to say that there were a lot of conferences about money/how a compagny works. Since I am a student in audiovisual engineering, it could be boring for me. Yet, it wasn't : I had never seen or studied this field before, so it brought something exotic to my knowledge, that was pleasant.
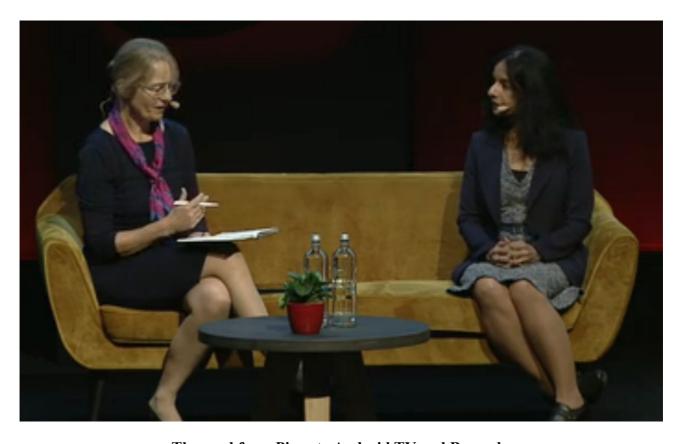

Global business gamechangers : Where's the money coming from ?

I also went to another conference : *Global Gamechangers* with Gary Shapiro the CEO of the Consumer Technology Association. I noted that one of the main themes of the IBC is the adaptation, the transition in the new world of innovation : we must change with him. And this conference was about « ninjas future » : people who can adapt very easily and therefore do very well. They have many facets, which is why we call them future ninja. Gary talked about them and showed us how to follow them on their ambitious path to success.

It may be surprising but before the IBC, I didn't really realize the importance of this need for adaptation. Of course, I did my article about the artificial intelligence with the aim of learn more about this future, but yes, it wasn't totally in my mind... until the IBC.

On the 14ᵗʰ I went to this conference : *The road from Pixar to Android TV and Beyond*, with Shalini Govil-Pai. This woman was the perfect example of a ninja future, and we can easily guess it with the title of the conference.

The road from Pixar to Android TV and Beyond

Of course, I went to several AI conferences. One of them was : *Artificial intelligence and machine learning in M&E process automation*. It showed how the AI is used in the the construction of an entertainment media and the changes it will cause. The most impressive thing that I saw was the sentiment detection in a video. That was a great example that shows how the world will change with this new technology. The AI is like a train which will destroy the audiovisual landscape that we know, so, we must learn more about it. The « humain-like learning » and presented in the conference, I didn't know the existence of this kind of machine learning, it was pretty different from what I used to see in this area, a good experience in sum.

Another field which can be compared as the « train of the AI » is the motion capture. The 15ᵗʰ, I went to the conference of Andy Serkis, an actor known for his motion capture acting for such computer-generated characters like Gollum of LOTR, Caesar of the Planet of the Apes, or Captain Haddock in The Adventures of Tintin. Of course, that was very nice to see him talked about this technology, what he did, and how was the improvement during the years. And now, the results are pretty impressive. Andy Serkis can also be considered as a ninja future because he has really influenced the field of motion capture, and was always one of the best actors.

Cinematic Trailblazer : Andy Serkis

Of course, I did some stands, especially in the futur zone where I saw some AI conferences, and AI based devices. I also saw the 8K stand, but I thought it was a little bit disappointing. Sure, the images on the 8K TV were great, but there was no 4K TV or HD TV for do the comparison. I am pretty sure that the mind did a big job because the 8K is well known to be beautiful, and unconsciously, without any possible comparison, our judgment may be biased. But yes, it was nice anyway.
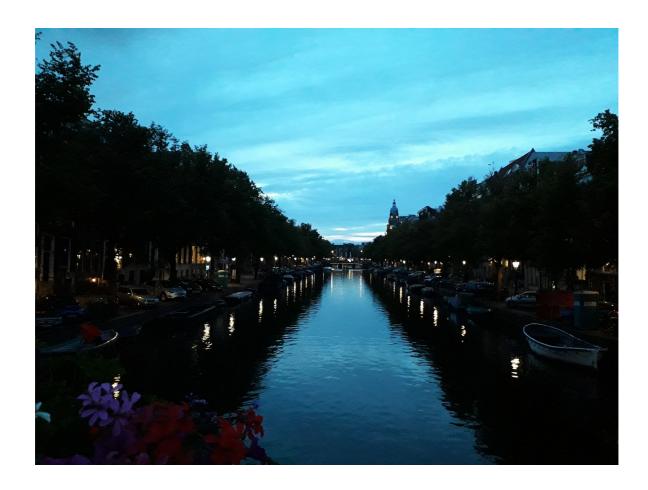
I also went in the place of *Google* for their new codec that called AV1, and a lot of other stands as little as the *Image Matter*'s stands. But even if the people in stands were very kind, I prefered to go to the conferences, because it was less streful by having the same interest, thus I could understand more informations.

Each evenings, me and my friends visited Amsterdam. This other kind of memory is just as important.

I was suprised how Amsterdam was clean and beautiful, more than Paris anyway.

I would like to thank the IABM for allowing us to live a fantastic experience like this. I considerably improved my English, and my view of the big part of the audiovisual world. And I would also like to thank Mr. John Ive who was very benevolent at the end of the IBC by sacrifing some of his time to advice us.

If I can, then I would do it again without any hesitation.