

IBC 2022 report **by Alexis Nortier**

When I was told that I had been selected to represent Valenciennes University at the 2022 IBC conference in Amsterdam, I didn't immediately believe it because I was convinced that the oral presentation I made in October-November did not deal with a topic innovative enough to pass the selections.

Despite this, I was still chosen to go to this international conference. Although not yet a professional in the audiovisual world, I saw it as an opportunity to discover the real world of the industry and to keep abreast of the latest trends and technologies.

Once we arrived in the Netherlands on Thursday evening, my friend Alexander and I moved into the flat we had rented for the duration of our stay. We also took advantage of our first evening in the city to do some sightseeing and finally get a good rest before going to collect our badges the next morning.



View of the City Center from the Central Station

When we first arrived at the Amsterdam RAI building, we were immediately impressed by the size and number of buildings, but what impressed us most was the number of people who had come from all over the world to attend the event.

The huge crowd on the RAI forecourt even before the official start of the conference gave us a real sense of the importance and magnitude of the IBC for the audiovisual world, which made us even prouder to participate in such an event.

After having managed to get our access badge, we had to wait a few minutes before being able to enter the exhibition for the first time and get the envelope containing the money donated by the IABM so that we could eat during our stay.

Once inside the exhibition halls, we were overwhelmed by the vastness of the different halls, the number of exhibitors and the quality of some stands.



The main entrance of the exhibition, where you can see some of the crowd that came to participate in the event

We immediately went up to the IABM lounge to collect our envelope and potentially meet other students who, like us, had been invited to participate in this exhibition.

Afterwards, we went downstairs to have a first look at the exhibitors present. We were both intimidated by the huge crowd present, which combined with the fact that we knew most of the brands that had come to present their products meant that we didn't dare go and talk to the representatives.

However we came across a few stands of brands we knew, personally wishing to become a sound engineer after my studies, I was mainly interested in the stands of brands such as *Nungen Audio*, *Sennheiser*, *Neumann*, *Focusrite*, *Avid* or *Adobe* which are totally or partially invested in the audio field.



The Sennheiser brand stand

We did manage to get in touch with a few representatives, notably a Slovakian star-up called *STYPE*, a company specializing in camera tracking and the creation of virtual environments for television studios and the cinema. We were able to attend one of their demonstrations consisting of the integration of a presenter within a 3D environment created from scratch.



A glimpse of the demonstration at the STYPE's booth

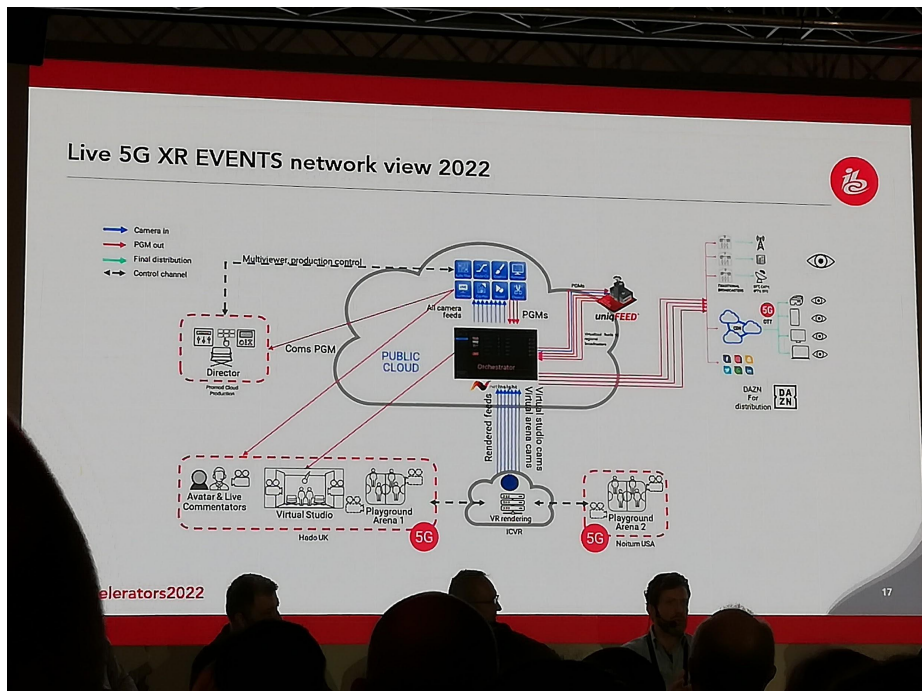
We also had the opportunity to talk with some representatives in order to go home to prepare for dinner in the city.

On our second day, we attended a few conferences, two of which particularly impressed me. The first told the incredible process behind the creation of the special effects of the very famous *Stranger Things* series. It was incredibly rewarding because it allowed us to understand the real path behind the creation of VFX for the professional world.



The conference about the creation of special effects of Stranger Things

The other treatise on the subject of the use of 5G in production using a public cloud in order to centralize different elements that can come from all over the world. Indeed, this new "virtual" mode of production seems to be growing in importance in the audiovisual world, particularly as it allows people scattered across the globe to be connected in near real time.



Synopsis of a global event using the virtual production system made possible by 5G

We took advantage of Sunday to discover the city center of Amsterdam, however we attended a conference in the morning, a conference on the current state of audio technologies and a debate on what could emerge in the coming years. I retained that the consumers but also the "producers" of sound products are looking for more and more interactivity between the product and the different consumers around the world.

This interactivity can be represented by the fact that people watching a documentary on television for example can choose to adapt the audio mix according to what they want to focus on (the commentary, the music, etc...)

This conference interested me a lot because I strongly wish to become a sound engineer in the future and this debate made me aware of the difficulties and responsibilities that await me during my future career.

Once out of the very interesting debate, we took the rest of our day to do some sightseeing before having to go back home.



Preparation of the conference on the state of sound technologies

We chose for our last day of presence to make a last tour between the different exhibition booths in order to be sure not to have missed anything, we passed by the booth of the *Arri* brand which was then carrying out the demonstration of a mini concert in the middle of the crowd and we also came across a Turkish brand called *Zero Density* specialized in the creation and integration of three-dimensional environment for the television studio.



Arri's booth demonstration



Zero Density's booth demonstration

The very last conference we attended was about the construction of the metaverse, an entirely virtual universe where each of us can live a digital life and participate in online events such as games or even concerts through an avatar.

The goal of the metaverse being to propose the closest possible simulation of reality, its construction becomes extremely complex. Indeed, it is necessary to be able to reproduce realistic 3D environments, made possible thanks to graphic engines such as *Unreal Engines* that now offer exceptional performance, a latency between all participants almost zero to allow interactivity between all users where the use of the cloud and 5G.

But the main point of this conference was the use of *Dolby* technology in order to provide a realistic sound experience in this 100% virtual world, thanks to a spatialization of sound in 3 dimensions.



Conference on the construction of the metaverse

In conclusion, I would say that this visit was extremely informative and of great value for our future career in the audiovisual world. We were able to get a glimpse of the professional world of this industry and the latest trends in technology and creation.

The audiovisual world and everything else is changing, and COVID-19 has forced us to completely rethink how we live as how we create and consume. The massive use of remote meeting over the past two years has allowed the emergence of a new mode of production and communication, From now on, virtual production is on a roll because it allows to connect all the stakeholders and products in one place in a very fast and efficient way, all without having to organize a huge logistics.

The metaverse as well as all other technologies related to virtual reality also seems to have taken a big place in the technologies of the future, For the creation of a new virtual world also means the creation of new opportunities made almost infinite by the virtual nature of the metaverse.

I would like to warmly thank the IABM and especially Lucinda for allowing us to participate in such an incredible and prestigious event as the IBC. No doubt that what I saw and heard there will be of immense use to me in the future.