

IABM Engineering Student Awards

IBC 2022

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**EMPOWERING
CONTENT
EVERYWHERE**

As a media technology student, I have had the honor of attending IBC2022 thanks to the IABM student award programme that I was lucky enough to get while working on a technology watch about Led Virtual Production. It was an unexpected surprise for me, and I am very happy to have been able to discover this professional world, from which we are sometimes quite far away.



With Alexis, the second selected student, we packed our bags and came to discover the conferences, booths and the atmosphere of IBC. After enjoying the city when we arrived the day before, we arrived early at the event to get our badges and quickly discover what IBC had to offer. The entrance was very impressive and we quickly understood the scale of the event. One of the first things was to go meet Lucinda to say hello and thank her. Our first idea was to go around the different halls to get an idea of the different companies present and start deciding what would interest us the most. Fun fact, at the end of the first day we thought we had seen all the halls and booths, but in fact, on the last day we discovered more booths that we had not seen before.

On two occasions we went to the IABM lounge, a very nice place where we were invited to attend a Drinks Networking Reception. It was obviously impressive for us but the atmosphere was very pleasant and we took advantage of this chance.



In a nutshell, the topics most represented this year were Streaming solutions, Cloud, 5G, Led virtual production, Volumetrics, AI and workflow enhancement. Rather quickly and throughout our stay we spoke with several companies including BackBlaze, Stype, Adobe, Zero density, Arri, Lumens, X-dream, Accenture, Maxon and others. It was really interesting to discuss with these companies how their services work. I would remember Stype and Zero density in particular, both of which work on Led Virtual Production, which was the subject of my technology watch. It was crazy to see for the first time what it looked like in real life, and also to see how they made sure to go further in this technology by extending the virtual part. Not only the person is coherently integrated in a 3D universe thanks to the lighting of the led screens, but also



the camera could continue to move outside the real limits. And that was a first for me. We also took advantage of a dozen conferences that we attended.



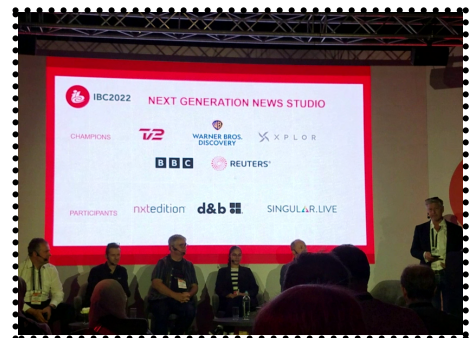
The Volumetric Video for Broadcasting conference explained how the Led Virtual Production must go on a hybrid approach using an interactive green patch around the person in order to keep the led reflection while keeping flexibility for the post-production process. But this was not the highlight of this conference, indeed we could see the breathtaking result of a person entirely in 3D, totally photorealistic, whose parameters can be changed in real time.

One of the first conferences we attended was Creating VFX for Netflix's Stranger Things where it was forbidden to film since we could watch unpublished images of shots without VFX and the different steps, in simplified ways, that allowed us to obtain the final result. The effect they spoke of was that of a burning creature. They explained how to get realistic fire, realistic lighting, and of course, realistic burn with bubbles on the skin that darkens. It was a real pleasure for me to listen to VFX managers & supervisors talk about the process and explain their choices.



Through the conferences we have also seen talk about the metaverse, about 5G and the Arena of the Future of the XR Event where they showed us a demo of an XR game where two teams were competing in both London and Miami in real time. And also the Next Generation News Studio conference in which they showed us how news do

their best to adapt to the different supports, by implementing responsive technologies directly in their news layout. They also mentioned the importance of adapting the way of providing news according to the target audience. This gives rise to a need for versioning and flexibility in order to be able to slice and dice the information as needed.



This event was a great opportunity for us who are not always aware of the incredible career opportunities that are available in the media technology industry. I hope to attend IBC again in the future. Thank you again.