



IBC 2022 REPORT

IABM Student Awards

Bohdan Rakhletsyy

“Technology is best when it brings people together” – Matt Mullenweg

After two years of the pandemic, the world of media technology came back together at the RAI Exhibition Center for the IBC 2022 in Amsterdam, Netherlands.

As one of two students of our faculty on Media Engineering at our University of Applied Sciences I had the possibility to visit the IBC thanks to the IABM who awarded me and my colleague with the IABM Student Awards and made the trip to the IBC possible.

I want to thank the IABM for this opportunity, especially Lucinda Meek, who answered my questions and helped me to organize this trip and also my professor Wolfgang Ruppel for his efforts to get us students such opportunities like the IABM Student Awards.

My name is Bohdan Rakhletsyy, I am a 20-year-old student of Media Technology at the RheinMain University of Applied Sciences in the fifth semester, studying in Rüsselsheim and Wiesbaden, Germany.

Visiting the IBC

On the morning of the first day I got up early to get my badge at the exhibition centre and to check-in at the lounge reception of the IABM. After I got my badge I met up with my colleague, who had already checked in, and he showed me the way to the IABM lounge.

While we were walking down to the check-in, I began to understand how huge the IBC was. There were thirteen halls full of stands, stages, new technologies I have not seen before, people talking to each other, exchanging visit cards and shaking hands. In case you've visited the ProLight+Sound in Frankfurt am Main 4 years ago, this year's IBC was, as far as I remember the ProLight+Sound correctly, much bigger than the ProLight+Sound in 2018.

After the check-in, my colleague and I went back to hall 8, near which I got my badge, and started to walk around the exhibition. There were many interesting exhibits to see and people to talk to.

Technologies and Exhibits

One of the many fascinating things we saw at the IBC was the booth of the Japan Broadcaster NHK. Interestingly, this company is not only creating and broadcasting media, it has also got a research department in house. They showcased an H.266 decoder, which can decode an HD Signal, a 4K Signal and an 8K Signal, all from one single stream of data. They also showed an AR gadget consisting of a tablet and a neck speaker. The tablet was rendering a virtual band into the room and the neck speaker was rendering the sound of the band, depending on your location. When you moved around not only was the tablet adjusting the position and size of the virtual band on the screen, according to the distance, but also the panning and volume of the music got adjusted too. This created the immersion of you standing next to the band or in between of the musicians or band members depending on your real position in the room.

Another company presented a drone, that measures the signal strength of radio towers. Sending out a drone is cheaper than renting a helicopter for measurements. Additionally, the drone fulfills the measurements fully autonomously by getting programmed in advance. There are multiple types of antennas, that can measure the signals for different applications, signal and antenna types.

Lighting technology

As someone being interested in lighting I spend quite some time in Hall 11. Being able to see the new products of companies producing lighting equipment was very fascinating. Even though, many products seemed very similar, I looked and asked for the differences of the products of different manufacturers. For example, many booths showcased LED tubes.

While some tubes were produced for consumers directly, e. g. for installations at home, others were developed for being used by content creators like YouTubers and streamers. The second type of tubes was therefore more expensive than the first type. Also, some tubes had one magnetic side, so they could be attached to a magnetic or ferromagnetic surface.

Some Aputure products presented at this IBC were LED Bulbs with integrated accumulators which you can install into a bulb socket or simply put somewhere and control them via the software SidusLink.

One of Aputures' novelties presented here was a small LED Panel with about 60 LEDs, you can put on your camera, with the possibility to attach a grid, a light diffuser and a plastic softbox on it to achieve the lighting you want for your picture (shown below).





Drink Reception and sightseeing

As one of IABMs' Student Awards students I was offered the possibility to take part in the Drink Reception organized by IABM, which was a big networking event amongst IABMs members and clients at the end of the second day of the exhibition. It was a great possibility to get to know the people behind IABM as well as their members. I had also the opportunity to talk to some of the other students of IABM:

Some of my colleagues from my university, who also visited the IBC, and I went on the evening of the third day for some sightseeing through the city of Amsterdam which was also a very nice experience and I'm glad we had the time; the possibility and the energy to do so after a long day at the RAI.



Conclusion

Visiting this convention showed me once again, that the field of work I aspire is the field of work I want to work in after finishing my university degree. This convention itself as well as the IABM got me connected to many interesting people I will be happy to work with, including some interesting and amazing job offers and opportunities.

It is an amazing experience for anyone working or studying in our industry to visit the IBC. So if anyone asked me whether I recommended visiting the IBC, I would answer with a clear "Yes!"