



Experiential Zone Guide

Within the Create, Connect, Capitalize and Intelligent Content areas of the 2022 NAB Show, you'll find Experiential Zones with specially tailored exhibits, networking and education programming designed to drive innovation, provide inspiration and spur implementation.

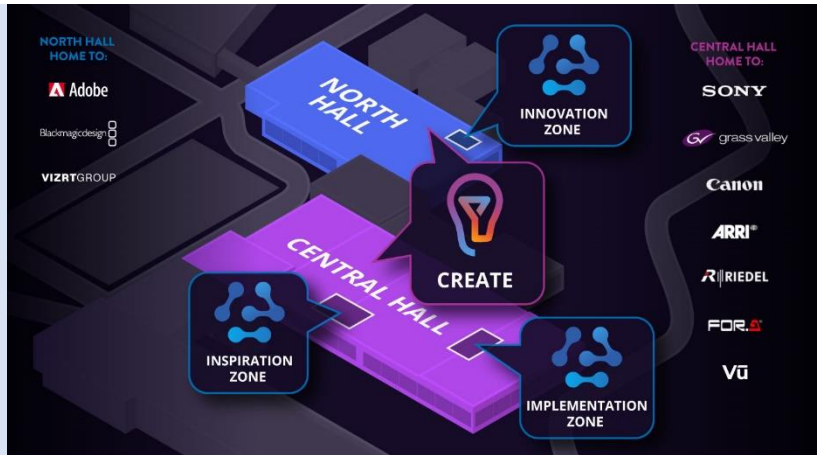
Common Experiential Zone elements include NABiQ Innovation Challenges, a series of 90-minute daily facilitated workshops that will harness the power of teamwork to ideate, innovate and create prototypes for nine real-world challenges; daily Roundtables, small 60-minute peer-to-peer group discussions focuses on emerging trends and evolving revenue models across media; Inspiration and Innovation Theaters; a Startups area showcasing the latest emerging tech aligned with each show destination; and how-to areas and demo stages that put the latest techniques and technologies to work. Of course, you'll also find a variety of happy hour and networking events throughout these zones and throughout the show!



Four Unique Experiential Zones: Create, Connect, Capitalize and Intelligent Content

CREATE

Within Create you'll find the latest tools and advanced workflows elevating the art of storytelling. Experiential zones in this area focus on empowering you to master your craft, leverage and expand your production expertise, or explore new platforms and tech to engage and retain new audiences.



Partners

- Advanced Imaging Society, ARRI, Digital Cinema Society, Entertainment Technology Center, Future Media Concepts, #GalsNGear, ICG Local 600, NAB Cine Consortium, Podcast Movement, PERG, SMPTE, Society of Camera Operators

Complete Create Experiential Zone Schedules

- [Inspiration Zone – Central Hall](#)
- [Innovation Zone – North Hall](#)
- [Implementation Zone – Central Hall](#)

Inspiration Theater

Want to unlock your creativity and feel empowered to try new things? Join us at the Inspiration Theater where top creators, rock stars and those with out-of-industry perspectives share their journeys and big picture trends with you. Theater designed and powered by Vū Studio.

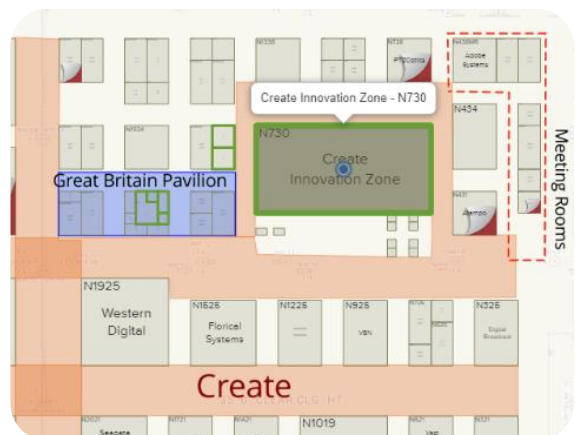


Innovation Zone

Interested in getting the first look at the latest product reveals, ideas and concepts? Here is where you will uncover invaluable insight from startups and established players alike. Crack an industry challenge with your peers. Lean into all-new techniques and solutions to evolve and thrive when change is the only constant.

Startups: [Advanced Image Robotics](#), [iRomaScents](#), [Yella Umbrella](#)

Vendor Kiosks: [Jutel Oy](#), [Futuri](#), [Northeastern University](#), [Spalk](#)



NABiQ Innovation Challenges

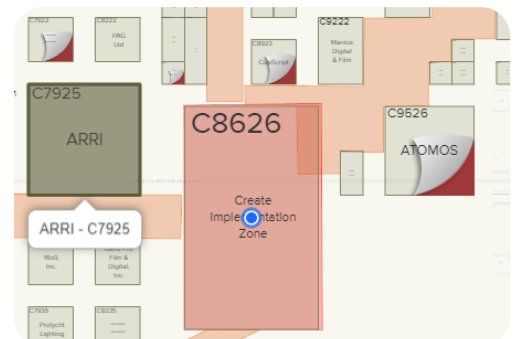
- How can we leverage new tech and define the core purpose of video?
- Build the perfect production crew of the future
- Conceptualize a metaverse content pitch to secure funding
- Map out the ultimate production workflow for a hybrid world



“Building on diverse knowledge under a tight deadline is a sure-fire way to foster innovation,” says Maria Duloquin, innovation consultant, coach and design sprint master, in reference to NABiQ. “Teams listen to each other, prioritize ideas, and define the most powerful solutions in an intense but incredibly rewarding experience!”

Implementation Zone

What are the challenges you are facing today? Dedicated to all things implementation, here is where we’ll share specific how-to’s and you’ll learn new workflows, tips and tricks to get things done, smarter and faster. Talk shop with peers. Lean into all-new techniques and solutions to evolve and thrive when change is the only constant.



Post-Production Corner

Produced by NAB Show + FMC

Made possible with support by Dell, Nvidia, and Adobe

Video post-production is a crucial stage of the creative process. From color correction to essential editing techniques, learn how to create superb videos for your clients. Equipped with workstations for a hands-on learning experience, learn the basics of industry-standard post-production software including Adobe Premiere Pro, DaVinci Resolve and Final Cut Pro from experienced working professionals.

[View Session Schedule](#)



Award-winning writer, producer, and director Abba Shapiro will share his top recommended keyboard shortcuts, one-click solutions to common problems, and trimming techniques to trim time off your day when working with Final Cut Pro.

Join director, cinematographer, and editor, Valentina Vee as she shares everything you need to know about color correcting right inside of Premiere Pro. Her clients include Nike, National Geographic, L’Oreal, MTV, Chevrolet and Mashable.

ARRI and Fuse Virtual Production Stage

Arri and Fuse are joining forces to present full days of content — featuring both hands-on demonstrations and presentations — in the virtual production space. The sessions will be an unprecedented showcase for virtual production workflows at NAB Show.

FMC Apple Training, Certification and Innovation Theater

Produced by FMC, the Theater will feature daily, afternoon sessions on Apple's recent innovations as well as the introduction of Apple's new Final Cut Pro Training and Certifications program. Sessions will be presented by Apple Certified Instructors and power users. [View Session Schedule](#)



Roundtables

- Challenges in Independent Film Creation
- Tech+Music+Content = Killer Content

CONNECT

Here you'll find cloud computing and media infrastructure pushing the boundaries of content delivery anytime, anywhere. Connect is the place for anyone who wants to boost their productivity.



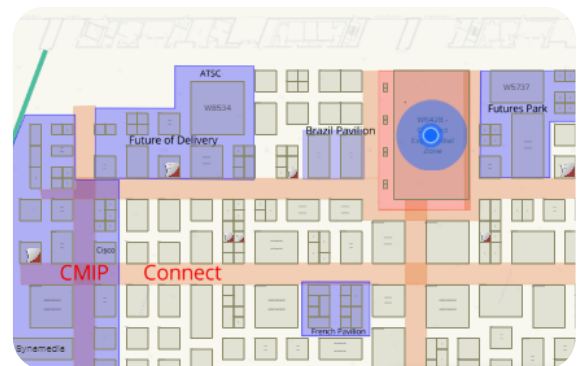
Partners

- Heartland Video Systems, NAB PILOT, SMPTE

Connect Experiential Zone Schedules

- Inspiration Zone – West Hall
- Innovation Zone – West Hall
- Implementation Zone - West Hall

Feel. Think. Act. Located in every hall, these oh-so-serendipitous spots are all about inspiration, innovation, and implementation. Here's where you will savor new connections and glean fresh insight. Talk shop with peers. Hear from renowned thought leaders. Hack an industry challenge. Lean into all-new products, techniques, and solutions to evolve and thrive when change is the only constant.



Startups: [Vivoh](#), [StreamVX](#) **Vendor Kiosks:** [BEAM Dynamics](#); [Livery Video](#), [Michigan Radio](#), [Screenweave](#), [Targetspot SA/Shoutcast](#), [Townsquare Media](#)

NABiQ Innovation Challenges

- How can we prepare for what is next in distribution and delivery?
- Develop the toolkit of the future for a content delivery engineer
- Create the distribution and delivery team manifesto for the next 5 years
- Design the streaming platform of the future



Roundtables

- What I Need to Know to Build a Production Studio and Streaming Platform
- How to Control Costs in Video Streaming
- What Broadcast Technology Investments Should I Make Today?
- What Is Beyond Video Streaming?
- How to Scale a Connected TV Talent Strategy
- How Do I Evolve My Video Streaming Strategy? Hosted by Rise N.A.

[Rise](#) is an award-winning global advocacy group supporting gender diversity across the media technology sector,” says Hilary Roschke, VP of strategic operations, SVDI, and Rise N.A. board chair. “We value the importance of connection, collaboration, and communication across all segments of our industry and believe that the Roundtable sessions at NAB Show provide an opportunity for participants with diverse experience and perspectives to have a conversation that broadens our collective understanding of relevant topics. This year, Rise is honored to host Monday’s Roundtable on [Video Streaming Monetization Strategies](#). We look forward to hearing what YOU have to say.”

Join Rise to discuss these questions with your peers and walk away with an actionable video streaming monetization strategy:

- ✓ What emerging platforms do I need to know about?
- ✓ How do I create new distribution opportunities?
- ✓ How do I monetize across all distribution platforms (social, web3)?
- ✓ How do I get viewership to my streaming platform?
- ✓ Share and discuss innovative streaming success and failures with your peers.

Remote Production Corner

Produced by NAB Show + FMC

Made possible with Support from Dell, Nvidia, and Adobe

In the globalized world of live content, video teams are collaborating remotely better than ever before. Learn how you can integrate the latest remote workflows used by leading organizations. From producing hybrid events, building compact live streaming kits, and receiving the best tips for virtual productions, follow along for interactive sessions led by experienced professionals. Explore the content journey from production to cloud to publication. [View Session Schedule](#)

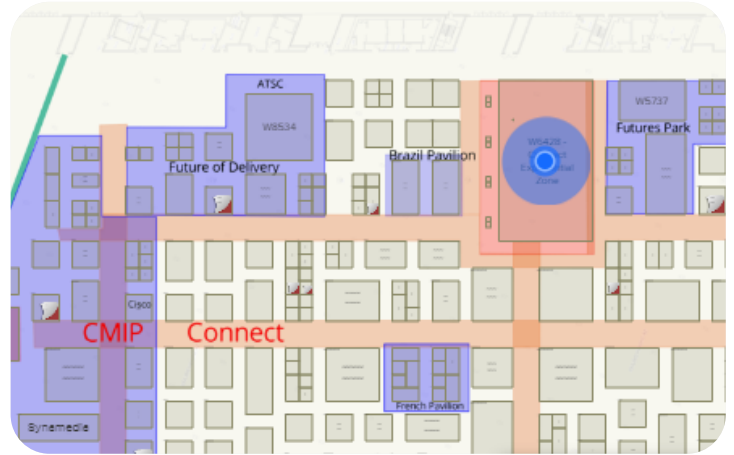
Every live production needs a camera, a microphone, a light source, and a way to get your image to the internet. There’s no way around these things! Receive gear recommendations and workflow solutions from PhotoJoseph, a renowned content creator, YouTuber, and educator.

Heartland Video Systems' NextGen Now Workflow

Presented by Heartland Video Systems (HVS)
Exhibit content provided by KTLA, Tegna, New Mexico PBS, and Sinclair.

Three separate ATSC 3.0 air-chains will be displayed on three NextGen TV monitors. Each air-chain is made up of 3.0 equipment from different manufacturers, and NextGen Now is unique in showcasing this equipment in a rack that is meant to be seen and discussed. NextGen Now will be anchored by HVS, Inc. ATSC 3.0 technologist Mike Schmidt, who has been involved in more than 40 ATSC 3.0 market launch implementations.

[View Daily Session Schedule](#)



“Broadcasters know that ATSC 3.0 can provide them features and revenue streams that are not available in 1.0, but the reasons to make the transition now, may not be as clear,” says Dennis Klas, president of Heartland Video Systems. “NextGen Now and the manufacturer presenters will explain the advantages of making the transition to 3.0 now and provide guidance on how to implement a successful transition.”

CAPITALIZE

This is where content meets commerce. Here you’ll find strategic solutions and next-gen technologies creating new revenue streams and fueling the content economy. This is the place for people who want to perfect their go-to-market and monetization strategies.



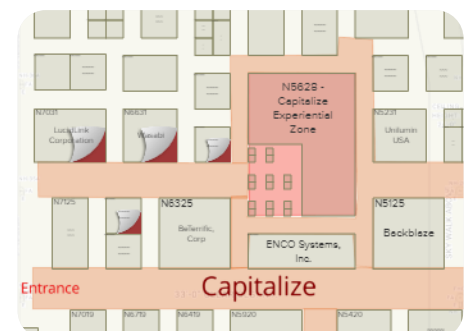
Partners

- NAB Pilot, Radio Advertising Bureau, StoryTech

Capitalize Experiential Zone Schedules

- [Inspiration Zone – North Hall](#)
- [Innovation Zone – North Hall](#)
- [Implementation Zone – North Hall](#)

Startups: [Tallio.io](#), [CatapultX](#) **Vendor Kiosks:** [Accenture LLP](#), [TVadSync](#)



Inspiration Theater

"I'm very excited to curate this year's content in the Capitalize track, where we are exploring a variety of new content platforms, categories and business models with a renewed focus on the role of the audience," says Lori H. Schwartz, CEO, StoryTech. "More than ever before, the fan and/or the creator are playing a role in all these Capitalize sessions with a focus on creating business models that empower the audience. Sessions like 'Extending Fan Experiences in the Age of Web 3,' 'The Fan Powered Economy,' 'Meet the Game Viewing Audience' and 'Future-Proofing Content Experiences and Audience Engagement' are a deep dive into this phenomenon."

NABiQ Innovation Challenges

How can we perceive our viewers' needs to improve reach and ROI?

- Invent a new advertising offer built on the knowledge of your audience to sell to advertisers
- Construct the perfect commercial innovation hub for your organization
- Produce the ultimate local audience checklist to audit the value contained in local data

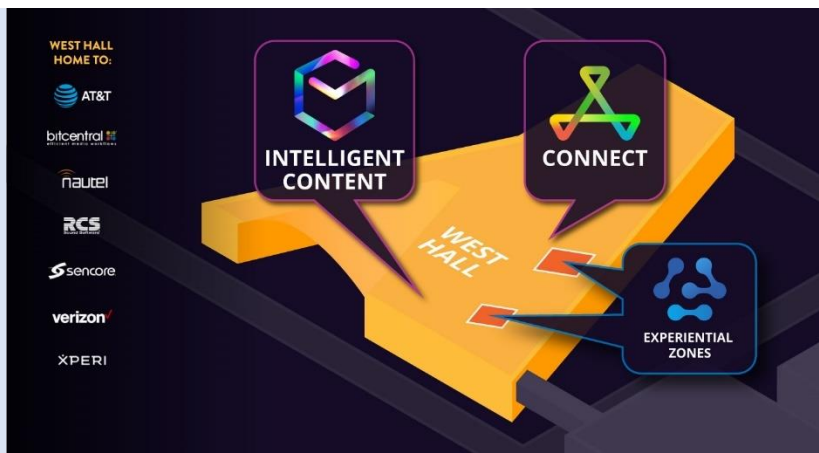


Roundtables

- Web3 Strategy
- Fan Engagement and the Fan's Journey
- Data Strategies
- Live Streaming Experiences

INTELLIGENT CONTENT

Within Intelligent Content you'll find industry-wide transformation enabling customized, immersive content. This is the place for people who want to automate production, harness data to enrich user experience and engage new business models to drive reach.



Partners

- MESA

Intelligent Content Experiential Zone Schedules

- Inspiration Zone – West Hall
- Innovation Zone – West Hall
- Implementation Zone – West Hall

Startups: [Gyrus AI](#)

Vendor Kiosks: [Prime Focus Technologies Inc.](#)



YOUR ENHANCED NAB SHOW EXPERIENCE

Augmenting and enhancing the Create, Connect, Capitalize and Intelligent Content areas at the 2022 NAB Show, Experiential Zones bring the content, the action, the application to the NAB Show floor. They give you a way to engage more deeply, connect with people and technology, expand your knowledge, discover practical solutions, collaborate with colleagues, and get motivated to help drive the future success of your organization or business.

“By collaborating closely with our exhibitor community, we have developed a new and improved approach for them to showcase real-world applications, connect industry experts that are utilizing these tools, techniques and strategies in the field, and have it all conveniently located on the show floor, where we know attendees invest most of their time,” says Eric Trabb. “Our attendees are focused on product discovery, education and networking and we hope these new experiential zones, strategically positioned based on workflow, will help them connect better with their peers and partners and make everyone’s return to NAB Show more meaningful and productive than ever.”
