TM Broadcast

INTERNATIONAL

MEDIA, BROADCAST & INSTALLATION

NAB SHOW 2025:
Shaping the future of broadcast

Broadcasters
SVT
embraces a new software-based era

Remote Productions
GRUP MEDIAPRO
hits the mark

Test Zone
SANDISK
Professional Kit

NAB 2025:

Shaping the future of broadcast with a focus on sports, streaming, and AI

Las Vegas Convention Center will host, from April 5 to 9, one of the leading global broadcast events, with an expected attendance of 65,000 visitors and 1,300 exhibitors

The NAB Show returns to Las Vegas once again. The iconic city's Convention Center will host, from April 5 to 9, one of the foremost global events in the broadcast industry. With an anticipated attendance of 65,000 visitors from 163 countries, the event will offer professionals the opportunity to experience firsthand the accelerated transformation taking place within the sector, which we have been reporting on monthly in the pages of TM BROADCAST.

The exhibition, featuring around 1,300 exhibitors spread across 185,000 square meters, will be divided into three segments: "Connect," covering everything related to content distribution and delivery; "Monetize," focusing on monetization strategies; and "Create," aimed at content creators.

This year's key trends around which the event will revolve include artificial intelligence, cloud technology, streaming, and sports. Another thematic segment will be "Creator Economy," which will address business models related to content creation. Additionally, this edition will feature a "Sports Summit," a new program created to explore the trends, technologies, and opportunities that are transforming the fan experience at live events, reshaping the business, and redefining the television rights landscape.

To provide attendees with an in-depth view of sports productions, which continue to grow and reach new audiences, the event will offer a series of sessions, conferences, and case studies every day. There will also be spaces designed to help visitors fully engage with these environments, as well as the latest tools and technologies needed for an operations center.

For instance, Microsoft will use AI to power a fully personalized sports broadcasting area tailored to individual viewer preferences. On the other hand, motor sports enthusiasts will have the chance to experience the thrill of a race firsthand through AWS Formula 1 simulators.

The program will kick off on Thursday, March 3, with workshops and masterclasses hosted by NAB in collaboration with Future Media Concepts (FMC). From April 5, various sessions focused on specific topics will take place. On Sunday, April 6, an exhibition hall will open, where companies will present their vision and advancements on trends such as VR/AR (Virtual Reality/Augmented Reality), AI integration and machine learning in content creation and distribution, and the impact of 5G. The exhibition will also feature spaces dedicated to the film industry, such as "CineCentral."

While sports will receive special attention during the exhibition, it's important to mention the profound impact AI is having on these productions, as well as on broadcast in general. Companies are rushing to incorporate this technology into their workflows, prompting manufacturers to redesign the products and services they offer.

In this context, the event will collaborate with Propel ME, a startup hub that will present AI-driven technological solutions from companies transforming the content creation sector. Propel ME has also formed a partnership with FBRC.ai to foster connections between emerging companies leading innovation and large multinational corporations.

In line with this, one of the event's innovations will be the Startup Stage, a space for entrepreneurs and professionals to discuss "hybrid AI production," focusing on how this technological innovation can improve production workflows. They will also explore the "evolution of consumer experiences" and its impact on content distribution and production.

This area will also host a workshop titled "Getting Started with Generative AI," offering creators and tech experts a hands-on experience with the tools accelerating the creation of characters, environments, and assets.

In the new Startup Showcase, brands will have the opportunity to take the stage for quick presentations about their products and how they are adapting to the current ecosystem. The audience will vote for the most promising one, which will then have the chance to participate in a "Fireside Chat," a space where they can share the story behind their company and the challenges they faced during the development and expansion of their innovations.
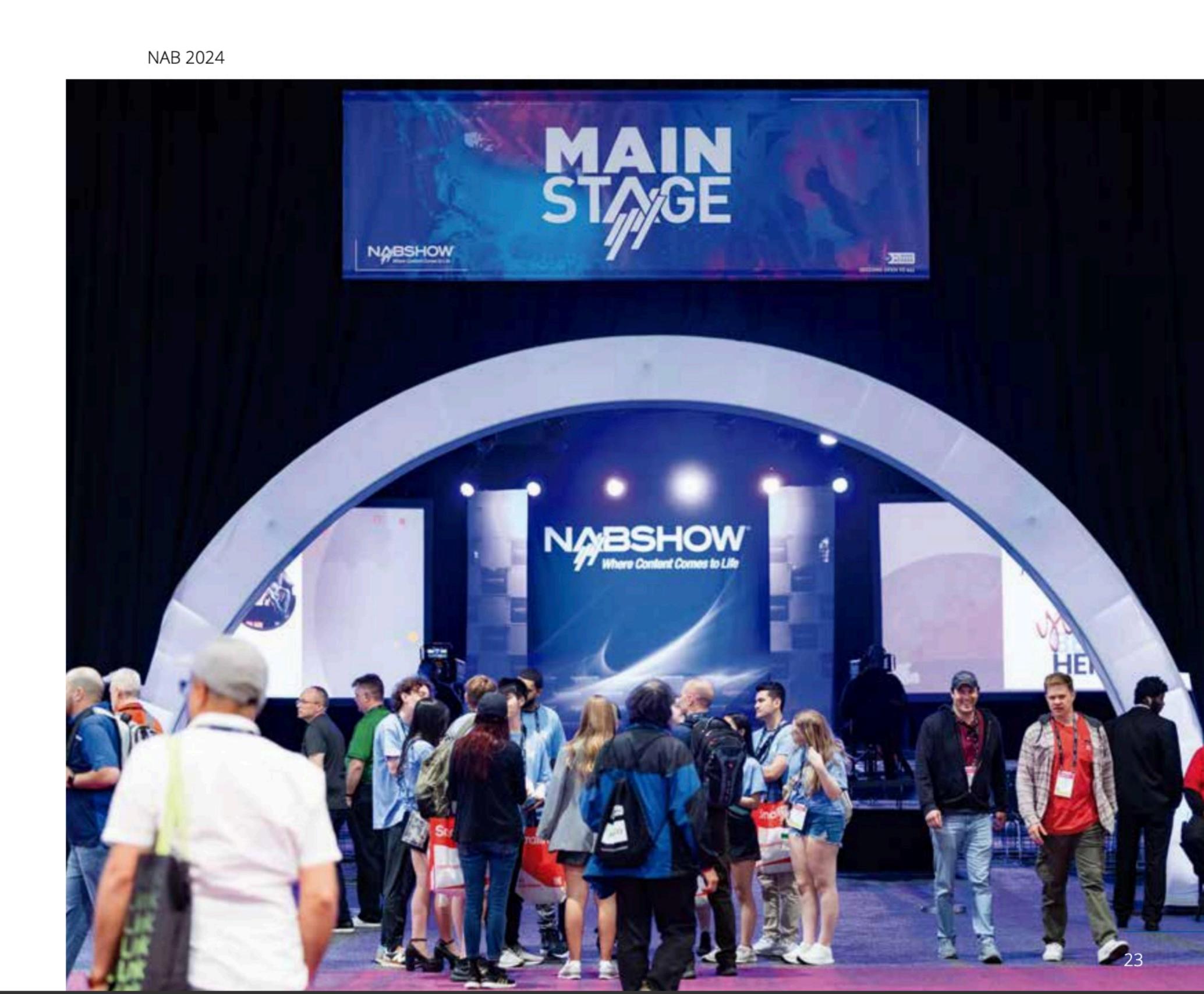
Regarding content creators, a highlight is Creator Lab. After its successful debut at the 2024 edition, this space will return to the show, including several improvements. In tune with the industry's evolving needs, it will offer insights and demonstrations related to incorporating AI as a creative partner, the tools and techniques necessary for capturing standout images, and the most relevant strategies for winning the algorithm battle, among other topics.

Once again, NAB Show aims to be a magnet for industry professionals looking to stay ahead in the tech race, as well as a gathering place for global visionaries with new ideas to create and deliver conten

NAB 2024

Key highlights of NAB Show 2025

Below, we present a selection of the main innovations that exhibitors will showcase at the upcoming NAB Show, listed alphabetically by brand for ease of reading. With the aim of providing a varied list that serves as a useful guide for event attendees, we have included both established companies and smaller firms whose portfolios have sparked the interest of our editorial team.

AEQ

AEQ will be offering some of its latest innovations, which are: Xplorer MAX, a wireless Intercom beltpack based on high-performance digital radio technology, with four direct access keys organized in up to 4 pages, two additional programmable keys, and a multi-function display, and Capitol IP Plus, a digital audio broadcast mixing console, specifically designed for ON AIR control but adapts to a diversity of workflows and functionalities.

Booth Location: N2648

AEQ Capitol-IP AoIP Console UP-768x590

AJA

AJA will be exhibiting its latest innovations, including KONA IP25, the company's next-gen IP video and audio I/O card. It boasts 10/25GbE SFP connectivity, multichannel UltraHD support, and a host of other powerful features designed to meet the demands of evolving full and hybrid SMPTE ST 2110 ecosystems.

Booth Location: SL3310

Appear

Appear will show the two new additions to its product portfolio of live media production solutions:

› X5, a compact extension of the X Platform: designed for live production, remote contribution, and cloud-based workflows. Includes support for AVC & HEVC encoding and decoding, uncompressed workflows (SDI and ST2110), Appear's hardware SRT (aSRT), and security features.

› New upgrades for X Platform Family: 100G Switch Module that expands network capacity for media transport, compliant with SMPTE RP2129 Trust Boundary, and an increased JPEG XS SDI Density, doubled from 4 to 8 channels per module.

Booth Location: W2042

Atom

Atom will show its three new cameras:

› AtomTwo

› AtomSSM501 C-& B4-Mount: can record up to 120 sec. of 500 fps. From now on, photographers will be able to connect the Canon and Fujinon B4 lenses directly.

› AtomSSM502 C-& B4-Mount: can record up to 140 min. of 500 fps, and it also allows the connection with Canon and Fujinon B4 lenses directly.

Booth Location: N1807

AIMS

The Alliance for IP Media Solutions (AIMS), Advanced Media Workflow Association (AMWA), and the Video Services Forum (VSF) will return their IP Showcase to focus on the growing convergence of broadcast and Pro AV technologies.

As in previous years, one of its components will be the IP Showcase Theater, where professionals from the industry will be giving 16 presentations that will include a roadmap presentation for IPMX — outlining key milestones, including the first product validation tests scheduled for Q3 2025 — the control plane, and the relationship between IPMX and AES67 and SMPTE 2110. Additional topics will present media facilities and cloud integration, live production, timing and synchronization, and security in IP-based workflows, as well as case studies on media organization and facilities that have shifted to IP. Finally, it will feature an IPMX demo space in booth W2843, across the aisle from the Tech Chat Stage, where attendees can see live demonstrations of IPMX-ready products, from a NMOS controller and multiviewer and integrations with existing AV-over-IP technology. In addition, meeting room W317 will be available for training, standards-related meetings, further demonstrations of IPMX, and more.

Aximmetry

Aximmetry, alongside camera tracking partner Vive Mars, will offer a demonstration of sports and esports broadcast-themed, green screen and AR demo.

› Volinga Suite: will showcase Radiance Fields reconstructed by AI as a Gaussian splat. Assets were captured and provided by Prism AI in collaboration with Clear Angle Studios. It provides UE plugin compatibility that enables incorporating AI-generated 3D assets from 2D images into virtual productions.

› Aximmetry Eye: for iOS, enables users to stream their mobile camera feed directly into Aximmetry, providing position and direction data for talent, object, or camera tracking. Moreover, it transforms a mobile phone into a real-time preview monitor for previsualisation. It seamlessly integrates the Aximmetry Virtual Production Platform to turn the smarthphone into a content hub.

› Aximmetry Gateway: a new application capable of transmitting video, tracking, and controller data to and/or receiving video from another computer. It can be used in cases where the device inputs and outputs are on one computer but the production is done on a different one.

› MOS Integration: to seamlessly connect with various newsroom systems and hardware in the broadcast environment. This integration will be implemented at the SL8507 booth of SNEWS Newsroom Solution.

Booth Location: W4129

BlackBox

Black Box will highlight its latest products designed to offer secure, flexible, and scalable workflows with industry low IP bandwidth usage. Some of these are:

› Emerald KVM-Over-IP Platform: scalable universal access system, allowing connection to physical and virtual machines, anytime IP access over an existing IP network, WAN, or the internet. It features flexibility and low bandwidth usage to state-of-the-art signal routing and centralized management. Interoperability between 4K and HD video and one-touch control room setups combine with a high degree of automation through Emerald's APIs.

› Emerald DESKVUE PE: Multi-Source IP KVM receiver raises the bar for high-precision performance while enhancing collaborative workflows. All systems are displayed as individual windows on up to four 4K monitors, including one ultrawide curved 5K monitor. Its software, AV WALL, has been upgraded by the company and adds a 4x4 video wall solution.

› Emerald GE Gateway: connects to the Emerald IP-based KVM network to give users simultaneous virtual machine (VM) connectivity with RDP or PCoIP (ultra) VM sharing. Up to eight users can access up to eight VM sessions through a single unit, saving the cost of additional RDP or PCoIP clients.

› Black Box Remote App: a software-based solution that turns a user's laptop or computer into a KVM receiver to give authorized users access to sources across the KVM network.

Booth Location: SL10616

Blackmagic

Blackmagic will highlight its latest products. Some of them are: DaVinci Resolve Replay Solution, an editor with multi user collaboration features, color correction, visual effects and audio post production; URSA Cine 12K, a large format digital film camera with RGBW 36 x 24mm sensor, 16 stops of dynamic range and Blackmagic RAW syncing to DaVinci Resolve; URSA Cine 17K 65, a format RGBW 17520 x 8040 sensor with larger photo-sites for 16 stops of dynamic range, interchangeable PL, LPL and Hasselblad lens mounts, and industry standard Lemo and Fischer connections; and URSA Cine Immersive, which supports 8K stereoscopic 3D capture and editing, to create Apple Immersive Video for Apple Vision Pro.

Booth Location: SL5005

Bitcentral

Bitcentral will unveil its latest AI-powered innovations to try to demonstrate how broadcasters and media organizations can enhance efficiency, maximize revenue, and streamline content operations.

This year's showcase is Fusion Insights, an AI-driven tool that gives a faster and more intuitive access to the libraries of video content. By leveraging Retrieval-Augmented Generation (RAG) technology, it empowers media teams to locate, analyze, and repurpose assets faster. Visitors will also experience:

› ViewNexa: a solution that enables media companies to distribute and monetize content across AVOD, SVOD, and FAST models.

› Fusion Hybrid Storage (FHS): offers an approach to cloud and on-premise storage, ensuring security, scalability, and accessibility for media organizations.

› Fusion Gateway: brings advanced automation and AI integration to media asset management, streamlining content ingestion, metadata enrichment, and asset retrieval for more intelligent workflows.

Booth Location: W2213

Bitmovin

Bitmovin and Ad Insertion Platform will demonstrate their joint solution designed to ensure seamless, high-quality ad delivery and optimize viewing experiences across streaming environments.

Bitmovin's Player has been integrated with AIP's AIP's DAIConnect for Server-Side Ad Insertion (SSAI) and its new product, AdBlendr, for Server-Guided Ad Insertion (SGAI). This solution supports multi-hour manifests (up to 24 hours) without increasing computing or bandwidth costs. Ads are requested only when a break is about to air, and with Bitmovin's Player, AIP's SGAI allows for control over ad encoding and transcoding, and it offers control over ad delivery by transcoding ad creatives into HLS format. It includes low-latency, configurable AB, and Stream Lab, and supports device compatibility across Web, Android, iOS, Roku, and smart TVs. It is based on an API approach.

Booth Location: W3221

Brainstorm

Brainstorm will showcase its advancements in Virtual Production, Real-Time 3D Graphics, Newsroom Workflows, and Immersive Presentations. Also, the company will offer a demonstration of Suite 6.2, the latest version of InfinitySet, Aston, and eStudio. The booth will feature a data-driven, real-time augmented reality (AR) and virtual production weather show, powered by InfinitySet using Unreal Engine 5.

› Cameras mounted on XD Motion's robotic systems: a collaboration made with the objective of offering a production environment that can be fully controlled from a production suite, allowing a single workstation to manage virtual production across LED and chroma sets, handle multiple camera inputs, and incorporate real-time AR graphics.

› Shared both with Accuweather: presenting the latest results of their partnership in next-generation, real-time 3D weather applications. As a result, Brainstorm's AstonWeather integrates Accuweather's data for 2D, 3D, and AR visualization.

› Aston: 2D/3D motion graphics creation features capabilities in data-driven, in-context AR graphics. These can be embedded into immersive virtual environments, including Unreal Engine scenes, and enables multi-channel graphics and collaborative workflows.