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by Kate Bulkley
Patrick Barwise, a professor of management and marketing at the London School of Business, threw water on the imminent death of traditional television viewing in the wake of the internet and said that many people overestimate how much new media they are actually using.

"TV does an extraordinary job of meeting some basic human needs," said Barwise. "TV seems to achieve an optimal level of mental stimulation to let us relax when the day is done, enough to take our minds off work but not

minds off what we are not doing, unlike listening to radio to take our minds off what we are doing. Different media meet different needs. This is something the digerati often forget," Barwise told the Forum audience at 'Predicting Patterns of the Future'.

TV viewing is changing but less quickly than many people think, said Barwise. People still overwhelmingly look at the live TV schedule before choosing to use a catch-up service. "80% of TV viewing in homes with a DVR is of live TV," said Barwise. "Most of what is happening in TV viewing is evolutionary, not revolutionary."

ASC points to input matrix

by George Jarrett

Cinematographer David Stump, chairman of the ASC's camera sub committee, has identified a crucial technical area that has embarrassed some of the manufacturers of digital cameras.

Asked what he learnt from his participation in the ASC camera trials, he said: "All of the secret source of labs is in what they call the input matrix. This transforms the signal to a 10-bit log working space, and the labs can spend weeks working to perfect this.

"To varying degrees, the camera vendors who featured in our comparison project – Arri, Pana-

sonic, Sony, Panavision, Red and Grass Valley – did not understand this hurdle," he added.

"If I had a recommendation to make out of this experience it would be that manufacturers should hand out a disc of all those transforms with their cameras, as they are sold. This would make it open source and freely available," he continued.

Talking about the plan to publish the ASC test findings on Blu-ray, Stump said: "It will probably be a 30-minute presentation plus additional one lights, the documentary, the trailer, and reports in metadata."



Success in the Elicium

by Heather McLean

This year's IBC has been a resounding success for all in the bustling Mobile and IPTV Zones, which this year have marked their maturity by moving into the large airy space in the Elicium. The general consensus of exhibitors has been that high quality leads are up and all will be back for next year's show. Miguel Silva, chief commercial officer Rubberduck Media Lab, commented: "With the recession and all I was expecting less traffic this year, but it feels like a lot of people made the trip over.

"People still have faith in what they're doing and are pressing forward," Silva continued. "There have been a lot of meetings with existing and potential customers,

and the show has certainly served our purpose; we're very happy."

Roland Banks, product manager for Xenon at Vidiator, agreed: "It's been surprisingly busy. We were half expecting it might be quieter here this year, but we've had lots of people coming by. This is also a better location than last year. It's great fun; we'll be back next year."

VideoPropulsion's vice president of sales Craig Svengrove stated: "Overall, this show has reflected the economy in terms of the level of activity, which is lower, but we're not getting the grazers wandering around as we have in previous years. This hall is also much nicer, and more welcoming for people."

time but there are grounds for caution on the rate of change."

He also said that in studies people tend to overestimate the amount of new media viewing versus traditional TV viewing. "Because the use of the new media is so salient in their minds they tend to overestimate that they are actually doing on it," said Barwise. "People genuinely believe they use these new technologies more compared with their use of TV. I'm not saying new media is not a significant market I'm just saying it is not causing a revolutionary change in TV viewing."



Barwise: "New media is not causing a revolutionary change in TV viewing"



Microsat hand baggage: The Giga-Group is introducing the final production version of its Microsat IP terminal on the final day of IBC. It's described as a revolutionary new IP connectivity product for operation on commercial and military X.Ku or Ka band satellite capacity. In a genuinely compact and lightweight suitcase construction and with advanced flat plate antenna technology, the device has 90% efficiency for performance comparable to a 1.2m system, allowing transportation as hand baggage on commercial aircraft. "By using a spread spectrum TDMA modem, the MicroSat can provide up to and exceeding 2Mbps depending on frequency band and operating conditions," explained chairman Chris Lay (pictured). 1.D41

Teracom embraces TeamCast

by Ken Kerschbaumer

Teracom, located in Sweden, has selected TeamCast to supply equipment for its DVB-T2 technical pilot project. The deal calls for TeamCast Power4-T2 modulator and its new Demod4-T2 demodulator for the project.

"We are pleased to be able to test the new DVB-T2 standard that offers very interesting possibilities for increased capacity and coverage of digital terrestrial TV," said Erik Stare, Teracom project manager. "We are impressed by the early availability of the TeamCast DVB-

T2 platform as well as by the high degree of flexibility and future extensibility it can offer."

The pilot will be organised as a Multi-Frequency Network with transmitters run independently of each other. The goal will be to check the performance of the second-generation transmission equipment and compare it with first-generation DVB-T systems. A later stage trial will involve a Single Frequency Network configuration where all transmitters run synchronously.

2.B51

iPharro adds extra value

by Carolyn Giardina

Pointing to the ever increasing amount of content that is being created, iPharro Media CEO Joshua Cohen said that everyone at IBC needs content identification, no matter what point in the value chain.

"That's where we come in," he said, saying that iPharro technology might be appropriate for applications from advertising and news monitoring, to digital asset management, rights management and archiving.

iPharro's products are based on its MediaSeeker digital video fingerprinting technology, which auto-

matically identifies video content from any source (ie internet, broadcast, mobile, digital archives).

The company's products include iPharro TV Content Monitor (TVCM), for automatic monitoring and identification of TV content; and iPharro Media Enterprise server, a fingerprinting engine. The latest version 2.0 of TVCM enables automatic identification of new commercials. iPharro, founded in 2006, is a spin-off of Germany's Fraunhofer Institute for Computer Graphics, where MediaSeeker was developed.

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