



## Delivery Notification for PrestoSpace stand at IBC'2007, Amsterdam

### Deliverable D22.10\_DIS10

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## 1. Document Scope

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## 2. Summary of Deliverable

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Dissemination action during the European biggest event (conference & exhibition) for everyone involved in the creation, management and delivery of AV content for the entertainment industry.

## 3. Notification of Delivery

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IBC2007 welcomed around 46,000 attendees from more than 130 different countries in Amsterdam, an increase on the delegate figures for 2006. The event is for professionals from all over the globe who are interested in the future of electronic media and visitors who are leaders in their field.

An 36,75 square meters stand (we doubled the size of IBC 2006 stand) in hall 2 (n°2.110) has been rented to demonstrate the project results to the TV Archives and Broadcast professionals.

The provision of the posters, information, publicity, equipment and new technology made this such a successful dissemination event.

During IBC, we gave out 500 DVDs (produced by David Jordan – BBC), showing how to do 2", 1", U-Matic, Film & Audio preservation.

## 4. Detailed Description of Deliverable

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The efforts of European Broadcasters and archives were well represented at IBC2007. The Institut National de l'Audiovisuel (INA) of France, for the second time in a row and well supported by partners (specially B&G and BBC) organised a very successful information and dissemination event regarding the PrestoSpace project.

INA shared a stand with colleagues from RAI & Eurix (Italy), Joanneum, CubeTec & HS-Art (Austria), BBC (Great Britain), B&G (Netherlands), and a number of commercial and technical partners, like Samma Systems (USA), Hi-Stor, Indeep and INA (France).

IBC provided the opportunity to disseminate information about the project and a number of products developed during the project including the Clareety prototype, an optical audio disk playback device by INA / INDEEP, an prototype for optical audio tape playback device by Hi-Stor and SAMMA (a system for the Automated Migration

of Media Archives) were demonstrated by Media Matters (USA). A leaflet providing some preliminary information on the Film Scanner were given. JRS, PrestoSpace's restoration work area leader shown results and improvements on last algorithm developments.

The BBC provided five training DVD's which were playing on a large screen in the centre of the stand. These covered the operation, play back and problems associated with 2", 1", U-Matic videotape, Film & Audio preservation.

Richard Wright (BBC) was the editor of a "What caught my eye" session on 2007-09-10. During this session dedicated to archives ("Here today, Gone tomorrow? How to avoid the digital dark age", he pointed at 10 technologies that "caught his eye". Among them was the "Clareety" prototype, the optical audio disk player developed by INA / Indeeep whose principle was invented by Louis Laborelli (INA). This session was a very good way for shedding some light on the R&D activities inside the PrestoSpace project.

## 5. Related Documents and Links

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Here is a link towards communication material (posters & kakemonos) done by the consortium for this event.

[http://prestospace.ina.fr/groups/DISS/meetings/PS\\_IBC2007\\_7\\_11\\_09\\_2007/](http://prestospace.ina.fr/groups/DISS/meetings/PS_IBC2007_7_11_09_2007/)

Some pictures:

Booth:

[http://prestospace.ina.fr/groups/DISS/meetings/PS\\_IBC2007\\_7\\_11\\_09\\_2007/IBC07-Pictures/PrestoSpace\\_Booth2\\_110/](http://prestospace.ina.fr/groups/DISS/meetings/PS_IBC2007_7_11_09_2007/IBC07-Pictures/PrestoSpace_Booth2_110/)

"What caught my eye" session:

[http://prestospace.ina.fr/groups/DISS/meetings/PS\\_IBC2007\\_7\\_11\\_09\\_2007/IBC07-Pictures/What\\_caught\\_my\\_eye\\_session2/](http://prestospace.ina.fr/groups/DISS/meetings/PS_IBC2007_7_11_09_2007/IBC07-Pictures/What_caught_my_eye_session2/)