

HOW WAS MY IBC 2023



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PRELIMINARY ORGANIZATION

As a student in audiovisual engineering, I had the pleasure and honor of securing a spot in the program offered by IABM. It's a once-in-a-lifetime opportunity to be invited to such an event as a mere student, not yet immersed in the professional world.

This was my chance to visit both the massive trade show that is IBC 2023 and explore the beautiful city of Amsterdam. With my fellow winners, we marked the dates of the trade show as soon as our school year ended, allowing us to plan well in advance for our attendance. Personally, I opted for taking the bus and chose a conveniently located Airbnb between IBC and the city center.

MY SHOW DEBUT

I arrived in Amsterdam in the afternoon, around 3:30 PM. I rushed to drop off my luggage at my apartment and then went to meet Stuart, a representative from IABM, who graciously welcomed me despite my delay.

After obtaining my badge, I roamed through the booths and realized the scale of the event. I believe the reason IBC lasts for several days is precisely to give attendees enough time to see as much as possible!

Initially, I was somewhat overwhelmed by the crowds and the vastness of IBC 2023. Each exhibitor showcased innovative technologies that were equally impressive. I didn't know where to begin.

For the next day, I did what I recommend to future attendees of the trade show, which is to identify the booths that interested me using the app rather than wandering through the aisles hoping to stumble upon what I wanted. Trust me; it's much less stressful.

WHAT INTERESTED ME

I also attended conferences, and the one that left the biggest impression on me was the one given by Eddie Hamilton, a film editor who has worked on major blockbusters like *Top Gun: Maverick*. I've always been drawn to editing, and hearing him speak about his experience and share anecdotes about these films made the conference extremely enjoyable for me, from start to end !

Regarding the booths, there were so many interesting technologies presented that it's hard to pick just one that stood out. But if I had to highlight two technologies, it would be the LED lighting developed by the Korean group Auysmas. This company created the first helium-filled LED balloon. In the future, this will be very useful for high-budget film shoots, allowing for night filming as if it were daytime, without the need for elaborate rigging – a simple rope will suffice! In conversation with the booth exhibitors, I learned that these LED balloons come in different shapes, sizes, and power levels. The fact that the lighting is done with LEDs is even more beneficial because it allows us to adjust color temperature and intensity without the need for filters.

CONSLUSION AND THANKS

Looking back, I think attending IBC 2023 was a fantastic experience for me. As students, we can quickly feel intimidated by the business world, even when studying in that field. At first, I didn't feel at all in my element, but by immersing myself in it, I found great enjoyment. Many thanks to IABM for allowing me to attend the show ! I would advise anyone with the opportunity to attend such events not to miss out – you won't regret it!

