

# *NAB Cine Consortium*

HPA Tech Retreat – Kristin Petrovich



# *Cine Consortium Mission & Members*

*Guide and consult NAB Show, NAB NY and Amplify, to identify opportunities to serve, education and gather the cinema, production, post and content creation communities.*

*Naida Albright, Director, Global Business Development, Red Digital Cinema*  
*Pete Abel, President / CEO, AbelCine*  
*Stephen Beres, Senior Vice President Production Operations, HBO / HBO Max*  
*George Billinger, President, Society of Camera Operators*  
*Michael Bravin, Canon, Canon Fellow*  
*Brian Byrne, National Sales Manager, Tiffen*  
*Jim Chabin, Advanced Imaging Society, President*  
*Mark Chiolis, Director of Business Development, Mobile TV Group & Hollywood Production Alliance Board member*  
*Tracie Constabile, Motion Picture Sound Editors*  
*Mitch Dubin, Vice President, Society of Camera Operators*  
*Stosh Durbacz, PERG President & National Sales Manager, Fujifilm/Fujinon Canada*  
*Tom Fletcher, Director of Marketing, Fujifilm/Fujinon*  
*Michael George, Chief Operating Officer, Panavision*  
*Mark Helfrich, Board Member, American Cinema Editors*  
*Scott Howell, President CineMoves*

*Michael Keegan, Production Technology Partnerships & Outreach*  
*Mark Lanza, President, Motion Picture Sound Editors*  
*Sebastien Laffoux, Vice President of Camera Systems Sales, ARRI*  
*Jonathon Lee, Head, Media Engineering & Innovation, Amazon Studios*  
*Stephen Lighthill, American Society of Cinematographers, President*  
*Terry McCarthy, American Society of Cinematographers, CEO*  
*Snehal Patel, Head of Cinema Sales, Americas, Carl Zeiss*  
*Dan Perry, SONY, Sales & Business Development Manager Digital Cinema Cameras*  
*Sarah Priestnall, Director of Product Marketing Video, Post and Storage, Avid*  
*Lindsay Rodriguez Howell, CFO/ Marketing, CineMoves*  
*Paul Royalty, VP of Sales, Litegear*  
*Michel Suissa, Managing Director, The Studio – B&H*  
*Kevin Tent, American Cinema Editors, President*  
*Andrew Tiffen, Senior Vice President & Chief Operating Officer, Tiffen*  
*William Villarreal, Senior Director of Content & Image Research, Dolby*  
*Peter Zakhary, Marketing Director, American Cinema Editors*

# *Evolving*

*“One aspect of our industry that is undergoing a distinct evolution is the emergence of cinema cameras into the broadcast and multicamera world. The visual appeal of super 35 and full frame sensors is now extending beyond the traditional digital cinema production space. This new approach to live productions that traditionally relied mostly on 2/3” camera systems, has also pushed the skill set, the technology infrastructure as well as the language itself to adapt. It’s still unclear the audience is registering how it has changed but it is evidently having an impact. As familiarity to a new visual style grows, so will acceptance.”*

**Michel Suissa, Managing Director, The Studio B-H**

# *Integrating*

*“The imaging ecosystems developing around smaller cameras with bigger sensors; including the technologies to move them, connect wirelessly, and integrate virtual elements are blurring the lines traditionally drawn between narrative, broadcast, and sports. Realizing this mash-up requires integrating crew skillsets from various genres and an approach to production that is responsive to their unique needs.”*

Michael Chambliss, Production Technology Specialist  
International Cinematographers Guild, IATSE Local 600

# *Reimagining*

*"23 years ago, at the Tech Retreat in Palm Springs, I witnessed a panel of cinema industry leaders debate the merits of incorporating broadcast tools into their world. Today, I look forward to seeing tables turned around."*

**Tom Fletcher, Director of Marketing, Fujifilm/Fujinon**

# *Cinematic Style Broadcast*

- Communication
- Gear/Technology
- Creative
- Skills

# ***NAB CINE CONSORTIUM MOVING FORWARD***

OPPORTUNITY ABOUNDS FOR NAB TO SERVE IN A LEADERSHIP ROLE DURING THIS TIME OF CHANGE. BRINGING TOGETHER THESE TWO VERTICALS OF BROADCAST & CINEMA, THROUGH COMMUNITY, TRAINING, AND INFORMATION IS THE EDUCATIONAL FOCUS OF THE CINE CONSORTIUM AT THE APRIL 2022 NAB SHOW.

THE CINE CONSORTIUM IS ALSO MOVING FORWARD ADDITIONAL OBJECTIVES IN THE CINEMA, PRODUCTION, POST & CONTENT CREATOR COMMUNITY TO ADDRESS:

- VIRTUAL PRODUCTION
- HDR
- DIVERSITY IN FILMMAKING, ON SET & POST
- MENTORSHIP

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