

Join our Technology & Innovation Day on February 17, 2016

For the third consecutive year, Rohde & Schwarz an Official Digital Cinema Partner of Berlinale is organizing together with its partner 3IT – Innovation Center for Immersive Imaging Technologies this event dedicated to new technologies.

This year the focus will be on production and distribution – particularly with regard to high resolutions and HDR. You have the opportunity to experience the entire production chain for live HDR transmissions from HD to 4K – from film to TV.

In addition, opinion-forming speakers will offer insights into innovative technologies that help to successfully meet the challenges faced in production and distribution.

Highlights:

- Virtual reality presentations
 - OmniCam 360°, TiME Lab 180° Heinrich Hertz Institute
 - VR Camera Control for telepresence applications, Anhalt University of Applied Sciences
- High Dynamic Range
 - Automatic adaption of HDR content to SDR displays, RheinMain University of Applied Sciences

Due to the high demand, sign-up is on a first-come, first-served basis. Please [register](#) until February 9, 2016.

We look forward to welcoming you. The event starts at 9:30 am. Anticipated end of the event is 6:00 pm. There are no costs. The event will be in English.

Registration 9:30 – 10:00

Welcome note 10:00 – 10:05

Kathleen Schroeter (Head of Corporate Communications Fraunhofer HHI)

Ultra High Definition in *Sense and Sensibility* 10:05 – 10:35

Marcel Gonska (CEO WLC GmbH | Member of FMG)

High Dynamic Range in staged production 10:35 – 11:05

Dr. Johannes Steurer (Principal Engineer Research & Development, ARRI Cine Technik GmbH)

Better pixels for a better TV experience 11:05 – 11:35

Arnd Paulsen (Senior Manager Broadcast Systems Dolby Germany GmbH)

From HD to UHD and HDR 11:50 – 12:20

Christian Barth (Head of Service Architecture, Technology at Sky Deutschland GmbH & Co KG)

The new HEVC standard 12:20 – 12:50

Benjamin Bross (Fraunhofer HHI)

HDR Panel discussion 12:50 – 13:00

Virtual Reality 360° live production Herbert Groenemeyer 14:00 – 14:30

Dr. Ralf Schaefer (Head of Video Division Fraunhofer HHI)

Video production in the cloud 14:30 – 15:00

Andreas Martin (Manager Media Solutions Interlake)

Industry 4.0 goes broadcast 15:00 – 15:30

Michael Jordi (CEO Jordi AG)

Content cloud and real-time DCI Mastering Berlinale 2016 16:00 – 16:30

Georg Piorczynski (Rohde & Schwarz)

Archiving and distribution of UHD and video content with the Interoperable Master Format (IMF) 16:30 – 17:00

Michael Bauer (Rohde & Schwarz)

TiME Lab 180° Demo & Get together 17:00 – 18:30

With kind regards

Your Rohde & Schwarz DVS-Team and 3IT - Innovation Center for Immersive Imaging Technologies-Team.

For any queries, please contact us at sales.dvs@rohde-schwarz.com

Location

3IT - Innovation Center for Immersive Imaging Technologies
Fraunhofer Heinrich-Hertz-Institut
Salzufer 6
Entrance Otto-Dibelius-Straße, 4th floor
10587 Berlin

