

# CANON ANNOUNCES THE 'FUTURE BROADCASTING' PROJECT

**ASSOCIATES WITH AVID/REAL IMAGE, WESTERN DIGITAL AND LIVEU TO SHOWCASE STATE-OF-THE-ART SOLUTIONS IN THE SEGMENT**



▲ The inaugural event of 'Future Broadcasting' project at Guwahati on 22nd January, 2018

Canon recently launched the 'Future Broadcasting' project in association with other companies, including Avid/Real Image (a division of Qube Cinema Technologies), Western Digital and LiveU. Activities planned under the aegis of this campaign are workshops and events designed to give users a hands-on experience on products like Canon Cinema EOS C200, Cinema EOS C300 Mark II and XA 15 & XF 405. The objective of this project is to get industry professionals demonstrate the workflow of these solutions.

Commenting on the growing demand for newer solutions in cinema and PRO DV segment, Kazutada Kobayashi, president and CEO, Canon India, said, "With the digital and social media emergence, video consumption has significantly increased over the past few years. Addressing our customer's growing requirement in this segment, we have forayed into the mainstream cinema business. 'Future Broadcasting' is an endeavour to connect with our customers across geographies. Starting from Guwahati and Imphal, we will continue this campaign across other geographies like Bhubaneshwar, Kolkata, Jaipur, Coimbatore, Bangalore and Bhopal to make our solutions accessible to the masses."

Sharing his thoughts, Eddie Udagawa, VP, consumer imaging and information centre, Canon India, added, "We have a 360-degree imaging solutions portfolio. To provide the best imaging experience to our customers, we partnered with leading industry brands that complement our technological edge. We believe that first-hand demonstration and conversation with trade experts would help the audience gain deeper insights about our products, and are looking forward to penetrate deeper in various regions of the country."

The demonstration would be organised for target audiences, including English news gathering, news channels, regional channels, GEC, film institutes, defense, documentary genres, etc. Elaborating on their partnership with Canon, Sathish Kumar P, GM, Real Image, said, "We, along with Avid, are happy to partner with Canon for this exclusive workshop and tap the broadcast markets in the North East and introduce Avid products to these markets. Real Image will present an overview of the Avid Media Composer editing application and Avid newsroom workflows, storage, asset management, cloud-based and social media workflows will also be highlighted in the presentation. We will also showcase

Media Composer | First. The free-to-use Media Composer | First provides users with a comprehensive editing toolset with many of the same features and functionality that Media Composer editors rely on, in a new powerful, streamlined interface."

Talking about the evolution of video transmission units and its association with Canon, Yaal Eshel, VP, Sales, LiveU stated, "Since inventing cellular bonding in 2006, our portable live video transmission units have replaced traditional SNG trucks, offering greater mobility and cost-effectiveness for global news gathering. India is a prime example, where many broadcasters are using our technology to go live from anywhere. We are excited to partner with Canon and Avid to present our latest solutions, including the LU600 HEVC, offering unmatched quality and reliability for newsgathering, sports and any other live video productions. We will also demonstrate LiveU Solo, our cost-effective plug-and-play device bringing broadcast-quality live streaming to the online market."

The inaugural event of the project was held in Guwahati on 22<sup>nd</sup> January, followed by Imphal on the 24<sup>th</sup> of January. This was followed with an event at Bhubaneshwar in February.