

FOR IMMEDIATE RELEASE

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MEDIA ALERT

Press Conference to Highlight Worldwide Media Technology Innovations at NAB Show

- WHAT:** NAB Labs will present a press conference introducing the 2012 NAB Show International Research Park participants, featuring the latest innovations in media technology from around the world.
- WHEN:** April 16, 2012
4:00PM
- WHERE:** 2012 NAB Show
Las Vegas Convention Center
- International Research Park Lounge (**Booth #N219**)
(Note: LVCC #N219 is an exhibit booth in North Hall, not Meeting Room)
- PRESS
CONFERENCE
DESCRIPTION:** NAB Labs will present an overview of the exhibitors invited to this year's International Research Park (IRP). Key exhibitors will provide brief descriptions of the demonstrations they have on hand. These include the world's largest (200-inch) glasses-free 3D display, being shown for the first time in the U.S., and an ultrarealistic, multi-sensory media presentation including visual, aural, touch and aroma content. Other demonstrations will feature advanced gesture-based remote control, 360-degree and multi-camera viewing displays, new developments in media accessibility, 4k and high-dynamic range video, virtual material simulation, hybrid broadcasting services and other emerging technologies. Following the IRP overview, press will be invited to tour the individual IRP booths.
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PARTICIPANTS:** Representatives of NAB Labs, the Japanese National Institute of Communications Technology, NPR Labs, Communications Research Centre Canada, and Ryerson University

About NAB Show

NAB Show, to be held April 14 - 19 in Las Vegas, is the world's largest electronic media show covering filmed entertainment and the development, management and delivery of content

across all mediums. With more than 90,000 attendees from 151 countries and 1,500+ exhibitors, NAB Show is the ultimate marketplace for digital media and entertainment. From creation to consumption, across multiple platforms and countless nationalities, NAB Show is home to the solutions that transcend traditional broadcasting and embrace content delivery to new screens in new ways. Complete details are available at www.nabshow.com.

News media registration is [now available](#) for NAB Show.

About NAB Labs

Created in 2012, NAB Labs is a program of the National Association of Broadcasters that provides a platform for innovation, a venue for forging partnerships and testing new technology, and educational events to create awareness about over-the-air radio and television technology initiatives.

About NAB

The National Association of Broadcasters is the premier advocacy association for America's broadcasters. NAB advances radio and television interests in legislative, regulatory and public affairs. Through advocacy, education and innovation, NAB enables broadcasters to best serve their communities, strengthen their businesses and seize new opportunities in the digital age. Learn more at www.nab.org

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