

2017 NAB Show - Global Innovation Exchange: Shanghai Conference Program Key Words

| Global Media Trend | Global Entertainment Trend | Global Innovative Technology Trend |
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| <ul style="list-style-type: none"> ● Convergence Media- IP Production, Convergence Media Cloud ● Convergence Media-Convergence of Distribution Networks (Convergence Development of Cable and Wireless Network, NGB and Smart City) ● Convergence Media-Convergence Terminal ● Next Generation Broadcasting(NGB) ● News Platform/Omni Platform Operation ● Digital Transformation of Paper Media/Newspaper ● AI and Robotics/Robot Journalist/Drone ● Streaming/Social Media and Live Broadcasting ● Big Data ● The App ● VR/AR ● Maker's Culture/Actionable News/Collaborative Brainstorming ● Future of Advertising/ AR Incorporated into Ads | <ul style="list-style-type: none"> ● The impact of HDR on content creation process ● Case Studies and workflows for creating VR content ● VR Global Trends (VR sales, commercialize VR experience and etc.) ● Pre-Viz on the movie set. How directors and movie makers are using pre-viz to save time, money and deliver better movie ● Mobile Film/Internet Film Production and Distribution ● Sin-American Co-Production ● IP-Based Entertainment Ecosystem(game, theatre, film, TV show, music books and etc) and Fans Economy ● Gaming/Interactive broadcast content and broadband Networks ● Home Theatre ● Special Theatre (eg. 4D Theatre, Dome Theatre, AR Theatre, VR Theatre and etc.) ● Digital Film and Cinema ● IP Protection/Security (eg. Block chain technology) | <ul style="list-style-type: none"> ● HDR Technology and OLED Technology ● IP Broadcasting ● Big Data ● Cloud Computing ● Block Chain Technology ● Artificial Intelligence ● Cyber Security ● IoT ● Wearable Technology ● User Experience Technology ● VR/AR Technology ● Holography Technology |

Note: Submission addressing key words above will receive favorable consideration. However, you don't have to limit yourself within keywords above, we are open to new ideas that can contribute the innovative development of the entire global digital media and entertainment industry.