Beijing holds 1st China (Beijing) International Audiovisual Conference

Beijing, Nov 22, 2020 (Issuewire.com**)** - *High-quality development across China's audiovisual industry took center stage in Beijing, China, this week as Zou Feng, Dean of the Academy of Radio and Television Science of National Radio and Television Administration, and other experts, introduced the development of the integration of radio and television and audio-visual network while showcasing a host of new technologies, developments, and services to hundreds of guests, industry leaders, and the media. UHD, 5G, AI, and cultural promotion technologies also featured.*

The 1st China (Beijing) International Audiovisual Conference centered on a theme of "Audiovisual Changes Life, Culture Leads the Future", with a focus on the future development direction of China's audiovisual industry. The 4-day event discussed the challenges on the frontiers of the international audiovisual field while showcasing the integrated development of radio, television and online audiovisuals through an array of exhibitions and forums, with technological achievements and independent innovations in the audiovisual industry also on display to guests.

A New Way to Watch the 2022 Winter Olympics with "Cloud Broadcast + Free Perspective" Technology

Surrounded by several cameras, an actor performs on the stage. The performance is transmitted to a display screen in front of the audience. However, this is not an ordinary webcast. As you swipe your

mobile device screen with your finger, the screen rotates 360 degrees as you home in on an angle that interests you.

Utilizing twelve 4K cameras to shoot pictures from multiple perspectives, combined with time synchronization technology for picture synthesis, viewers can make use of 360-degree rotation or manipulate playback across mobile phones, tablets and other devices. "In the future, it will not be the director that commands these actions, but the audience who will watch what they want according to their own needs", Cao Daizong, a Beijing International Cloud Broadcasting Technology Co., Ltd. team member explained.

The technology will be widely used at the 2022 Beijing Winter Olympics, with viewers able to choose the vista they want when watching the sporting events taking place. It is a strong signal of the way viewers' habits will change when watching live broadcasts in the future.

Given the continuing nature of the global pandemic, it is difficult to judge whether reports on the 2022 Beijing Winter Olympics will be affected. The company has prepared for this, however, with a specialized and unmanned remote interview room. Athletes using the interview room will be able to communicate with reporters from around the world. The room has a 90 minute installation time, with a UV disinfection sweep performed immediately after each interviewee leaves the space.

Chinese cultural resources in big data repository boost

One of the highlights of the Conference was the National Cultural Big Data System Construction Exhibition, where platforms such as a digital TV network library and composite publishing culture production line were also on display, organised by the National Cultural Big Data Industry Alliance.

Zhao Jiayan, a staff member of the Alliance Secretariat, said, “We hope to build a general repository of Chinese cultural resources, including collections from museums, libraries and other institutions.” The exhibition methodically introduces the achievements of the national cultural big data system from several dimensions: the cloud, suppliers, producers, and patrons.

The conference was hosted by the Beijing Municipal Bureau of Radio, Film and Television, under the guidance of the National Radio and Television Administration and the Beijing Municipal People's Government. Zou Feng, Dean of the Academy of Radio and Television Science of National Radio and Television Administration, introduced the exhibition’s focuses on the development of the integration of radio and television and network audiovisuals, revealing new technologies, products, and services, as well as demonstrating smart media content production, integrated transmission and coverage networks, smart and diverse audiovisual services, immersive ultra-high-definition (UHD) terminals, and other innovative products.

Ultra-high-definition technologies unveiled at the conference included domestically produced UHD 4K/8K video camera recorders, domestically produced 8K large-format movie cameras, UHD 4K/8K slow-motion playback systems, and the world's leading display control chip.

In artificial intelligence, a series of demonstrations featured applications encompassing computer vision, speech recognition, cognitive computing, natural language processing, and a multi-dimensional motion-intelligent shooting system, with a 5G+AI intelligent integrated production-release system developed by domestic enterprises.

In the 5G realm, the exhibition introduced new technologies and products such as Edge computing, network slicing and free-viewpoint shooting.

Overall, more than 30 professional forum activities were convened at the November 19 – 22 event. The offline space included 11 professional zones covering a total floor-space of 20,000 square meters, welcoming more than 200 well-known enterprises and institutions in the audiovisual field from around the world.

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