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CODE
INSIDE**

inspiring **innovation**



September 20 – 22, 2011

[Exhibits September 21 – 22]

Pasadena Convention Center

300 E. Green Street, Pasadena, CA 91101

www.dvexpo.com



Platinum Sponsor: **Panasonic**

GET SCHOOLED

at Digital Video Expo

DV EXPO'S CONFERENCE PROGRAM IS ALL ABOUT EDUCATION— WITH INTENSIVE, INVOLVED, IMMERSIVE SESSIONS DESIGNED TO BUILD YOUR SKILLSETS, CAPABILITIES AND KNOWLEDGE.

Taught by production and postproduction industry experts such as Oliver Peters, Ned Soltz, Philip Hodgetts and Jay Holben, these day-long classes all offer hands-on education, whether you want to learn about shooting with large-sensor cameras, working with different HD formats, building your own postproduction studio, color correcting your projects, or lighting a wide range of set-ups.

POST TRAINING FROM THE PROS AT WEYNAND



Digital Video Expo offers Apple-authorized training taught by the experts at Weynand. If you've ever taken a Weynand class, you know it's worth the investment. All classes are taught by qualified, trained instructors who help you master the software quickly and easily. Space is limited, so reserve now.



GET HANDS-ON WITH PRODUCTION TRAINING FROM ABELCINE

New this year at Digital Video Expo, AbelCine is offering three courses geared toward the latest production technology available today. The first course, Video Formats & Workflow, details the many different HD formats available today and gives attendees a practical knowledge of how to choose the right format for their next job.

Building on this conceptual class, the next two days are focused on two new cameras: the Sony NEX-FS100 and Sony PMW-F3. These

classes both give a hands-on overview of the camera system and in-depth look into their functions. Combining all three

classes is recommended for anyone interested in both camera systems and developing a better understanding of HD video formats.

Your Free Expo Pass Gets You Access to:

- A Packed Show Floor
- Center Stage Sessions
- Product Demos
- Networking Opportunities
- Prize Drawings
- Ask the Experts
- ...and more surprises!

To exhibit at DV Expo, contact
Jackie Gospodinoff at 212-378-0493
jgospodinoff@nbmedia.com

A Must-Attend Event for Production and Post Content Creation Pros

(like you!)

3D graphic designers
cameramen
cinematographers
colorists
directors
dvd producers
engineers
film editors
photographers
postproduction editors
tv broadcasters
sound engineers
video producers
...and more!





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DIGITAL VIDEO EXPO TRAINING SCHEDULE

TUESDAY, SEPTEMBER 20

All sessions run 9AM – 5PM  \$195 each (\$245 after 8/31)

Indie Feature Film Production and Post - A to Z

Instructor: Oliver Peters

Oliver will present everything a new producer needs to know before starting that first project. This comprehensive session covers topics that include schedules, budgets, components of the production and post teams, and what deliverables you'll need.

DIY Lighting 101: A Shot in the Dark

Instructor: Jay Holben

Jay takes you through the basic science of lighting for digital video, from understanding what light is and how we see it, to how to create and manipulate light for your projects.

NLE Comparison Shopping

Instructor: Ned Soltz

This platform-agnostic day-long workshop will examine a wide variety of editing systems to help you determine which software is right for you. We'll take an in-depth look at Apple FCP 7, Apple FCP X, Adobe Premiere CS5.5, Avid Media Composer, Boris Media 100, Grass Valley Edius, and Sony Vegas.

Basic Tech for Producers

Instructor: Philip Hodgetts

In this session, Philip examines the technological choices in production and post in a non-geeky way to help producers—and others without a technical background—make good technology choices for their productions. From formats to software choices; selecting cameras to creating Web video; designing graphics that will work and more.

WEDNESDAY, SEPTEMBER 21

All sessions run 9AM – 5PM  \$195 each (\$245 after 8/31)

Color Corrections Options

Instructor: Oliver Peters

When it's the time to correct the look of your video, are you ready? What are the best tools to use that are accessible to the typical video professional? Oliver will break down the various options, including: standalone desktop applications such as Apple Color and DaVinci Resolve; plug-ins like Magic Bullet Looks and Colorista II; and built-in tools within Final Cut Pro 7, Final Cut Pro X, Premiere Pro, After Effects and Avid Media Composer.

Demystifying Digital

Instructor: Jay Holben

Jay takes you on an in-depth journey through the complex world of digital images. Gain a clear understanding of the advantages and disadvantages of individual HD formats, sensors, codecs, color spaces and much more. Choosing between a DSLR or traditional camcorder? This day-long course will help you achieve a clear picture of how to read a camera spec sheet and actually understand it!

Working With Large-Sensor Cameras

Instructor: Ned Soltz

Large-sensor cameras have gained immense popularity, but are they appropriate for every shooting situation? Learn how to take full advantage of their capabilities while being cognizant of their limitations. This session looks at a selection of HDSLRs—Panasonic's AF-100, Sony's PMW F3, Sony's NXCAM FS100, and RED's Epic—in terms of image quality, operation, features, and data management.

Using Metadata for Production and Asset Management

Instructor: Philip Hodgetts

Metadata is becoming increasingly important throughout the production cycle—from camera to asset management. Learn about the types of metadata in use, how each major NLE (Final Cut Pro 7, Final Cut Pro X, Premiere Pro CS 5.5 and Media Composer 5.5) handles metadata, and how we can use that metadata to speed postproduction and VFX.

THURSDAY, SEPTEMBER 22

All sessions run 9AM – 5PM  \$195 each (\$245 after 8/31)

Build Your Own Studio

Instructor: Oliver Peters

The cost of being in production or post is generally discussed on the basis of individual tools, but the reality is that there's a lot more that goes into a successful technical plant. Oliver will guide you through a day of training designed to cover various aspects of facility design. The session will include an overview of general design, including the basics of studio acoustics, rack room layout, shared storage and various postproduction suites.

The Art of Micro-Budget Producing

Instructor: Jay Holben

DV magazine technical editor and independent producer Jay Holben dives into the world of micro-budget producing—how to make your creative visions come true on a low budget. Learn tips and tricks to creating a Hollywood-style production on a dime. Meet actual filmmakers who have succeeded in the micro-budget world and discuss the latest production and post technology.

Mobile Production Apps

Instructor: Ned Soltz

Turn your iPhone or iPad into a mobile studio. More apps appear every day, and we've selected the best ones for production and post. Ned will walk through as many of these apps as possible—including demos from app developers—and show how they can be utilized for prep, production, post, and distribution.

Avoiding Postproduction Nightmares

Instructor: Philip Hodgetts

Philip details the most common (and costly) problems inadvertently created during production that will be "fixed in post." From color correction, audio and editing to the final QC pass on deliverables, he'll not only reveal the tricks of the trade that he'd use to save your production, but he'll also explain how you can avoid these costly issues.



POSTPRODUCTION SOFTWARE TRAINING

   3 DAY CLASS: TUES. - THURS., 9 AM - 5 PM | FINAL CUT PRO X – Apple Authorized Certified Class |  \$795 (\$895 after 8/31)

ONE DAY WORKSHOPS:  TUES., 9/20 | 9AM - 5PM |  \$305 (\$335 after 8/31)

Adobe's Flash

Apple's Motion

ONE DAY WORKSHOPS:  WEDS., 9/21 | 9AM - 5PM |  \$305 (\$335 after 8/31)

Translate Your Current FCP Skills into the New FCP X

Adobe Premiere Pro CS 5.5

ONE DAY WORKSHOPS:  THURS., 9/22 | 9AM - 5PM |  \$305 (\$335 after 8/31)

Calling All Red Filmmakers: Maximize the Power of Storm

Avid Media Composer 5.5 for FCP Editors

NEW
THIS
YEAR!

PRODUCTION TRAINING

 TUES., 9/20 | 9 AM - 5 PM | Video Formats & Workflow

Today there seems to be an ever-expanding list of HD video formats available both for acquisition and editing. This course is designed to de-mystify these different formats for producers, shooters, and editors and give attendees a practical knowledge of how to choose the right format for their next job. Topics include broadcast standards, frame rates, compression, color space and recording media. Formats covered include Sony XDCAM, Panasonic P2, RED RAW, Canon HDSLR, Canon XF, AVCHD and HDV.

 \$295 (\$325 after 8/31)



THESE THREE FULL-DAY SESSIONS WORK SEPARATELY OR TOGETHER AS A GET-SERIOUS, GET-SMART THREE-DAY PRODUCTION SYMPOSIUM.

 WEDS., 9/21 | 9AM - 5PM | Sony FS100 Workshop

The FS100 Workshop is a hands-on class covering the various functions of Sony's newest Super-35 camera. You'll gain a detailed understanding of the many features of the FS100, including the menu system, camera operation, lens options, postproduction workflow, and available accessories. Emphasis is on developing an understanding of the camera sensor, recording format, lens choice, and menu systems. Attendees will be able to develop and fully understand the complexities of creating a look with the FS100 as well as working with AVCHD in postproduction.

 \$295 (\$325 after 8/31)

 THURS., 9/22 | 9AM - 5PM | SONY F3 Workshop

Sony's PMW-F3 camera is pushing the envelope of HD production with its newly designed Super-35mm size sensor and high-quality output. This full-day workshop covers the many functions of the PMW-F3 including detailed instruction on camera operation, lens choice, production techniques, and aftermarket accessories. Emphasis is on developing an understanding of the camera sensor, recording format, lens choice, and menu systems. Attendees will be able to develop and fully understand the complexities of creating a look with the F3.

 \$295 (\$325 after 8/31)

AbelCine 3-day Training Value Package:
 \$795 (\$895 after 8/31)