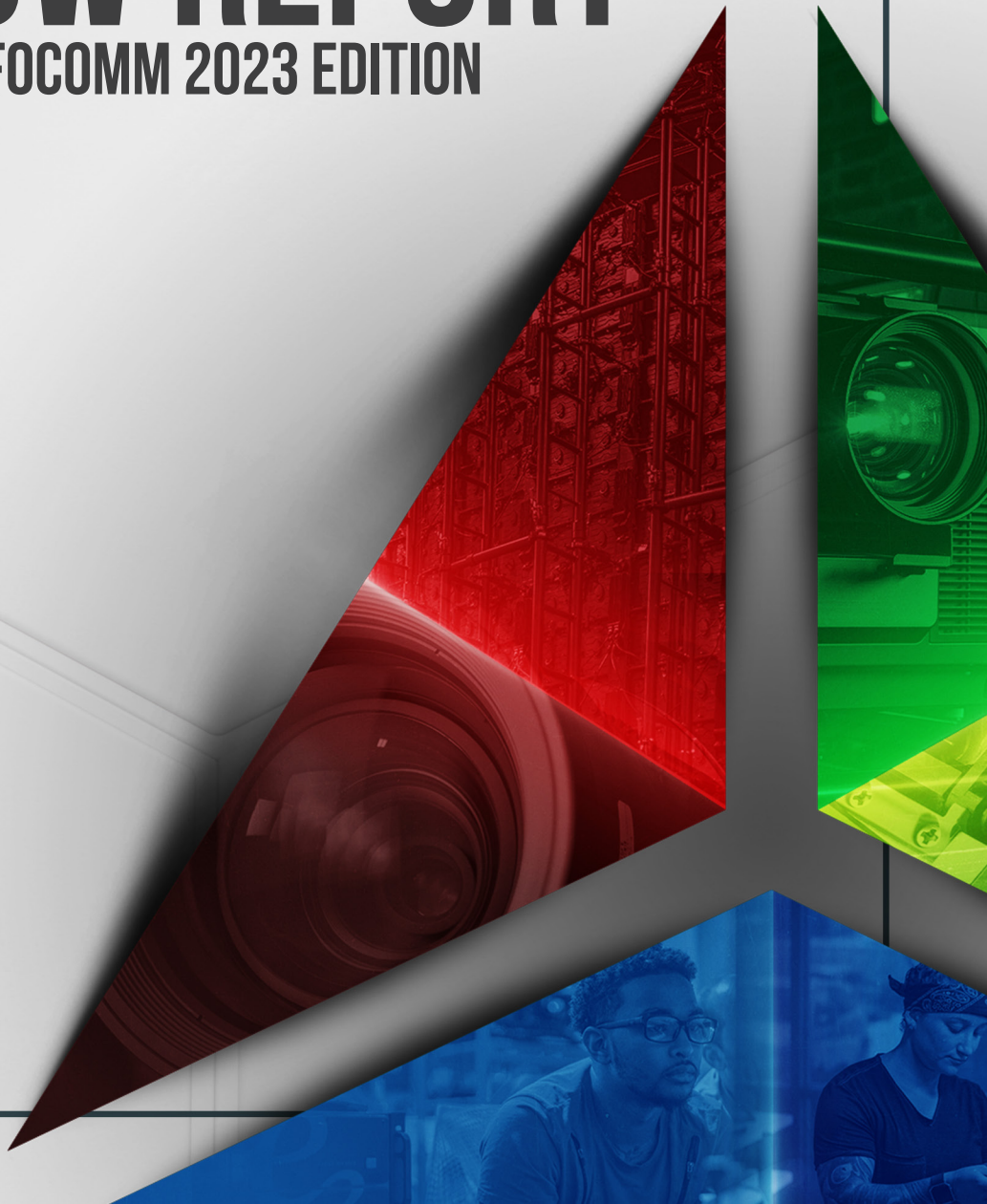


THE EVOLVE SOLUTIONIST  
**SHOW REPORT**  
INFOCOMM 2023 EDITION





It's hard to gather the people of Live Events into one location and it hasn't really happened since 2019. We are a very nebulous and decentralized group. The Pandemic exacerbated this and cost us many talented individuals. That is why it felt so good to see a vibrant and thriving Infocomm23, one of the few chances for the industry to really connect face to face.

The manufacturers kept their booths efficient and to the point, only a few went over the top in terms of size or production (LG enters the room). The focus seemed to be on people and relationships; of course, they were peddling their wares, but even small booths seemed to have an abundance of employees. Perhaps nobody wanted to be left at home in anticipation of their first big tradeshow in several years. This led to a lot of mingling and one thing that really stood out and did my heart good was to see competing manufacturers and distributors deep in conversation about the industry.

We had the privilege of sending our team of Solutionists to explore the floor with the aim to share our experiences and insights gained from Infocomm23. Our primary focus was on engaging with manufacturers, examining new technologies, and discerning the prevailing trends that will shape our industry in the near future. Each Solutionist will share a brief statement on their thoughts about the show and summarize a few key items that impressed them.

*Elijah Loeffel*

DIRECTOR OF SOLUTIONS



**ELIJAH LOEFFEL**  
DIRECTOR OF SOLUTIONS

## FIRST IMPRESSIONS

After speaking with MANY manufacturers about projection and other parts of the industry, I feel there is a trend emerging where hardware is becoming more universal and less competitive. In the coming years, software (maybe as a service?) is going to be the differentiator between products. This could come in the form of ultra streamlined User Interfaces or Artificial intelligence tools. Manufacturers can almost build a 20k laser projector with parts off the shelf so the tools they provide to technicians are becoming ever more valuable. As the software becomes more powerful, mapping a building will become a job that takes minutes instead of hours (and used to take days). Another example is the ever-increasing landscape of PTZ cameras that all seem the same, but some are incorporating machine learning auto tracking that allows one operator to control and monitor several rooms.

Digital Signage companies are incorporating face tracking and viewer analytics into their products while integration companies are using Augmented Reality to show cables or products inside the walls.

I've had the opportunity to see some stuff in development and I have to say that there are some amazing software driven tools coming to the industry over the next few years.

## GEAR TO LOOK OUT FOR

The **Atomos Shogun Connect** records ProRes locally but also uploads a proxy version directly to your cloud storage for reduced transfer time and immediate remote editing.

**Cartoni's Lifto** is a tripod with motorized vertical adjustment for PTZ cameras. It's simple to set up and gives you the ability to move a PTZ from below the stage and sightlines up to a proper shot. Kiloview has the Cube X1 which is essentially a NDI router. A great box for bridging those who aren't fully prepared to do everything via software and advanced router management.



## MANUFACTURES ON THE MOVE

**Mycasebuilder** offers crazy affordable printing right onto the foam. It looks surprisingly good and adds some flavor and design to your cases.

**Hollyland** has some easy-to-use wireless transmitters that get the job done very efficiently. A key product in their booth was a transmitter built right into the monitor of the camera. Their offerings keep growing and looks more impressive with each product released.

## MANUFACTURES TO KEEP AN EYE ON

### **Corsair**

They have recognized the adoption of the streamdeck in the AV industry, especially the Live events side. As I spoke to one of their business developers about live events, I learned that they have a B2B division that is focusing on us and spending R&D resources to solve AV problems. They have developed a streamdeck type screen product that manufacturers can incorporate into their devices. Keep your eye out for the things they bring us in the future.

## MY GEAR RECOMMENDATION

The **Black Pro screen** from **AV Stumpfl**. It's a new low gain, black screen that looks pretty amazing and gives projection the contrast boost it has always needed. There have been other products in recent years, but they fell far short of being usable either because their materials aren't meant for transport or the image produced isn't up to snuff. Sure, the Black Pro from Stumpfl eats light, but it gives amazing contrast and removes the large white sail that can be a distraction in certain sets and events.

## CONCLUSION

Infocomm had fantastic attendance with booths packed full of potential customers. Every manufacturer I spoke to was extremely happy with the turnout. I was able see faces not seen in many years and enjoy the vibe of a bustling events industry. I look forward to the next one!

*Elijah Loeffel*





**BOB MURDOCK**  
SENIOR PRODUCT SOLUTIONIST

## FIRST IMPRESSIONS

IC23 has come and gone. It was a good show. I saw a lot of old friends and even met some new ones. For the past few years, the buzz has been 4K. Now, it's trending towards 8K. I find 8K to be a piece/part solution. It's just a bigger canvas that you can grab more pieces and parts from. You can grab four 4k pieces or sixteen 1080 pieces from every 8K camera for instance.

The really big buzz that I saw just about everywhere is AVoIP. It may not be something useful for the rental and staging business yet but it's certainly coming fast. If you haven't heard of IPMX, do some research. IPMX is born from ST 2110 with the addition of HDMI. It fits nicely into the Pro AV workflow.

The first day of the show, I went for specific manufacturers. After that I just walked around to see what caught my eye. Here's a list of the ones that jumped out and grabbed me.

## WHAT STOOD OUT TO ME

**Hollyland:** The Cosmo C1 wireless SDI&HDMI transmission system is a stunner. It has a range of about 1000ft with low latency. HDMI&SDI with SDI loopout. A very good fit for the Pro AV market. [www.hollyland-tech.com](http://www.hollyland-tech.com)

**LianTronics:** More for fixed install, the 1.2 mil led wall is jaw dropping. I stood for a long time just soaking in the beauty of this product. It was shaped like a horizontal W and made excellent use of forced perspective to achieve some stunning images. [www.liantronics.com](http://www.liantronics.com)





**Emeet:** The Emeet meeting capsule caught my eye as I was walking past their booth. It's just one of those things that reached out and grabbed me. Nothing new here, I just like the ptz to 360 degree change over. Voice recognition, facial recognition and 4K...I like it. [www.emeet.com](http://www.emeet.com)

**Skaarhoj:** Pronounced Skarhoy, this is my pick for one to watch. They make live production control surfaces. From small Stream Deck-like devices all the way up to a video switching control desk complete with MEs and a fader bar. Their products work with just about any manufacturer. Barco, Blackmagic, Analog Way, Christie, Panasonic and many more. With the right code they can work with anything. Manufacturing is done in Denmark, and they have a US based customer service rep. Keep an eye on these guys. [www.skaarhoj.com](http://www.skaarhoj.com)

## CONCLUSION

To wrap up, IC23 didn't have all that much new to see. I did have the good fortune to see a few secretive future products that I'm not able to talk about. I will say there are some very cool products coming down the line in the next twelve to eighteen months. Can't wait to share! I hope to see you on the floor at IC24!

*Bob Murdock*





**OMAR COLOM**  
NATIONAL DIRECTOR OF EDUCATION

## FIRST IMPRESSIONS

After traversing the floor it's clear to me that IT is the future of our industry. As we move towards a more digital age, the demand for faster and more efficient data transfer will only increase. Couple that with copper reaching its theoretical limit and it's easy to see why so many manufacturers are incorporating fiber optics and AVoIP protocols directly into their gear. It remains to be seen what flavor of fiber & connector will become standard or the codecs and transmission protocols that will carry our data across them.

## GEAR THAT IMPRESSED ME

To be honest, not much has impressed me this year. Perhaps I've been attending industry events too hastily, but most of what I've seen hasn't been any different from what I saw a year ago, there have been a few products that have made significant strides, such as the PixelHue. The difference between the demo we did just a year or two ago and the product today is night and day in terms of capabilities.

As a fan of **Blackmagic design**, I always make sure to stop by their booth. This year, a hard drive caught my attention: **AngelBird**. Its compact and sleek design was impressive, and it was available to ship within 48 hours of placing an order. The option for custom engraving also stood out to me for some reason. I hope to see more of this product in the future.



## MANUFACTURES ON THE MOVE

From an educational standpoint, the **Canon** booth was my favorite this year. Their setup showcased many different cameras and other switchers alongside their lenses. The booth featured a cleverly named section called the "control room" where attendees could get hands-on experience with a full camera setup, including shooting a live band from multiple angles and even utilizing PTZ options to capture two shots from one. I found this concept to be particularly appealing because it provided freelancers with an opportunity to practice on a fully equipped maxed out Roland switcher and experiment with transitions and changes without the pressure of making mistakes during a live show. Overall, the Canon booth was a standout in terms of both educational value and practical experience. I couldn't resist and took a moment to teach someone on it by giving them some mock drills to run through. The sales team let us be and even encouraged the person switching to use more creative shots and transitions. Overall, I was most impressed with this, simple because Infocomm should be a playground to learn not just a place to sell products. I think there is more value when I can get on your product and test it on as close to a live situation as possible.

## MANUFACTURES TO KEEP AN EYE ON

I would not necessarily classify **Hollyland** and **Skarrhoj** as new manufacturers, but they are worth keeping an eye on. Skarrhoj's recent partnership with Barco is a significant move, and it seems that many big-name brands had incorporated Skarrhoj products into their booth this year. Meanwhile, Hollyland offers impressive gear at an affordable price point, with a sleek and modern design that rivals that of Blackmagic. Overall, both Hollyland and Skarrhoj are emerging players in the industry that are worth considering for anyone looking for high-quality, affordable equipment.

## CONCLUSION

This year's Infocomm conference was a unique experience for me as I seemed to run into a lot of new faces and old. I enjoyed getting to chat with them and catch up about the industry. It was a great opportunity to discuss the latest developments in our field and in their personal life, hearing about some of their wins and losses since I last saw them. I am proud to have met so many talented individuals and to have played a small role in their continued success.

Infocomm felt less like attending a typical tech conference and more like returning to a familiar place I call home. I am reminded of a profound statement made by my friend Dave Knode - "We are the Industry. The Stuff is just the tools we use at the end of the day."

*Omar Colom*







**JOSH RICHARDSON**  
LED TECHNICIAN

## FIRST IMPRESSIONS

I was only able to attend the first day and with Infocomm being so big, I didn't make it out of LED world. In my opinion all LED manufacturers are similar in their design of the physical cabinets, but some pull ahead of their competition with the processing and receiving cards they choose to use. The manufacturers to focus on are any with a US presence and support team.

## GEAR THAT IMPRESSED ME

**Fabulux LED** has created a corner cabinet that attaches to a standard 500x500 cabinet allowing for a smooth 90 degree convex curve by only using 2 tiles. I'm not sure if other companies have done this in the past, but I haven't seen one until this years Infocomm. Traditionally cabinets that are able to curve do so by having a set degree of curvature in the horizontal latches. It takes many to achieve a 90 degree curve depending on the cabinets curving limitations that are being used. These corner cabinets would be great for setups with very limited space but want that wrap around LED video wall look.

## MANUFACTURES TO KEEP AN EYE ON

I was able to attend **Brompton's** demo of their True Light technology which is going to be huge in the XR stage world when lighting a scene from the panels above a stage is needed. The color technology is adding a white emitter to RGB to allow a broader spectrum of light output at all wavelengths. Skin tones look red when only using RGB, but by adding W, they will look much more natural.

## CONCLUSION

I haven't been to Infocomm since before the Pandemic and needless to say, for the day that I was able to attend it didn't disappoint. I ran into old coworkers, clients I work with currently, and sales reps I've spoken with over social media. It was almost like a big industry reunion! I attended a seminar for LED color calibration, which was a lot to take in for a short amount of time, but it helped me understand the importance of color when cabinets are calibrated at the factory to calibrating color on show site. Can't wait to attend Infocomm 2024 in Vegas and make it all to 3 days!

*Josh Richardson*



**JASON MACDONALD**  
SENIOR PROJECT MANAGER

## FIRST IMPRESSIONS

As I walked the floor, I was shocked to notice there is still so much new 3G equipment coming out instead of 12G. From Monitors, Switchers, and Converters to PTZ, LED, and even projectors, 3G is everywhere. Some booths would tickle me with 8K, and at this point I turned away (still waiting on customers to fully adopt 3G!). I would like to see our industry find different and creative ways to use 4K products (i.e., Touch, Virtual, Motion, Transparent) rather than moving forward to 8K. Our industry is looking promising moving forward, and seems to have a lot of excitement about the future.

## GEAR THAT IMPRESSED ME

The obvious product was the **PIXELHUE Q8**, it has an awesome amount of processing capabilities. Moving on from the obvious, I also like the new Lilliput monitors coming out soon. This line of monitors will be available in 12G and all have an impressive amount of onboard waveform tools such as their dual 12G rackmount unit that is a nice upgrade for anyone using Black Magic Smartscope. Lilliput also partnered with AVMatrix (same warehouse) who makes several format converters. There are many different models that are compact and quite affordable; The only downside is some are not 12G yet. AVMatrix Converters

**Colorlight** has some impressive video processors, but are fairly unknown to the industry. The X100Pro by Colorlight does 32,767 pixels in width and height, has RGB 4:4:4 signal acquisition in and out, as well as 12bit HDR. With the Strict sync function, you don't have to worry about tearing. The Nanosecond level frame sync and genlock tech they use is pretty awesome. All preview and monitoring is in real time.





## MANUFACTURES ON THE MOVE

The **Ross** booth was very popular. Their new Carbonite Ultra 60 looks amazing, and I'm sure will be the most used production switcher in the field within the next year or so. The Ross Ultrix router has been the best in league and Ross really seems to be doing things the right way.

After talking to several of our customers at our Infocomm party, many are looking to adopt more Ross products for their high end productions.

I also like the new price point of all **Black Magic** gear for entry level+ equipment.

**Big Dog Power** was very impressive. Smart rack mount and throw downs power distribution units with plugs that can switch directions to help accommodate multiple plugs.

## MANUFACTURES TO KEEP AN EYE ON

I would like to keep an eye on **Lilliput** and **Colorlight**. I didn't notice too many new manufacturers on the floor, but we're coming out of a Pandemic, so next year should be better for this.

## CONCLUSION

This was a great year for Infocomm, and from smiles to handshakes, this one felt special. For how much our industry took a hit in 2020, this year showed that we are resilient and can weather the worst events fate has to offer. Looking into 2024 Live Events seem primed and more ready than ever to grow to new heights.

*Jason MacDonald*





**BRENT PARKER**  
LED TECHNICIAN

## FIRST IMPRESSIONS

A trend that caught my attention was that many LED builds flown or ground supported was the use of a made use of a header and footer that are the same interchangeable piece of gear. So instead of having to deal with at least two separate bulky items to transport it's all in one. Numerous manufacturers had their own versions that range from no modifications to some being a pain to convert back and forth. As a technician it makes a lot of sense, and it would take up less space in the shop.

## GEAR THAT IMPRESSED ME

**Absen LED** had a very cool flip down protector on the bottom of some of their LED cabinets that prevents pixels from being set down directly on the ground when walls are being built. As we all know crews will set tiles on the floor even if they are asked not to, so this protector prevents damage to those bottom pixels. Simple but effective.

**LG** caught my eye with OLED transparent screens. Not something we would often need but amazing technology and mesmerizing to watch.

## MANUFACTURES TO KEEP AN EYE ON

**Recience** is a LED company that caught my eye because of their excellent booth design and impressive products. They have very elegant light weight cabinets at all the normal pixel pitches as well as some creative ones that will replace drop down ceiling tiles or slot into tradeshow booths.

## MY GEAR RECOMMENDATION

Anything **Brompton!** Their new Truelight technology incorporates a white led to the standard RGB. It makes skin tones more accurate which will make a huge difference when showing Imag on screen. When the LED manufacturers incorporate this tech into their panels, we will see what next level images look like.

## CONCLUSION

This year's Infocomm did not disappoint from an LED perspective. Better cabinets, updated processing, and improved hardware. As a bonus it's always nice to see fellow technicians and engineers you haven't seen in a while and the stories that go with those crew members. I look forward to what Infocomm 2024 has in store.

*Brent Parker*



# That's a Wrap

Infocomm23 surpassed our expectations. There was a lot to see, and if you took the time to dig a little deeper with each manufacturer, it was clear that there is much to look forward to. Our exploration of the show floor and the interactions with the people helped give us a little bit of a panoramic view, and it felt amazing to be back in a thriving AV event. Our Solutionists have so much more to say, so feel free to reach out to us and spark up a conversation.

*Until next year!*

    
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