



# unleash

the future of storytelling

**APRIL**  
**16-21**  
**2016**

LAS VEGAS, NV USA

[NABShow.com](http://NABShow.com)

#NABShow

The media and entertainment industry has become unleashed. Dynamic innovation and cutting-edge technologies are shattering the boundaries of storytelling and opening up limitless opportunities to entertain and engage audiences.

NAB Show® is the only place to break free from conventional thinking and open your mind to new partnerships, new technology, new tools and fresh perspectives.

**THIS CHANGES EVERYTHING.**

**NABSHOW**  
*Where Content Comes to Life*



1916-2016

## featured conference

### THE FUTURE OF CINEMA The Immortal Movie April 16 - 17

Today's cinema creatives face an ever-changing environment of enhanced formats, evolving platforms and brave new experiential technologies. Join SMPTE, plus numerous industry experts and creatives, as we consider the next 100 years of motion pictures and how content makers work with technology to thrive today — and well into the next century.

#### SESSIONS INCLUDE:

- New Technologies in Making Movies Accessible to Everyone
- Building Worlds — Cinematic Storytelling in VR and AR
- How to Increase Diversity in the Future of Cinema
- First Forays: High Dynamic Range in Animation, Live Action and Visual Effects

register today: [NABShow.com](http://NABShow.com)

Use Code EP01 and save \$100 off a Conference Flex or SMART Pass\*

\*Savings for non-member rate only. Code good for a free Exhibits Pass as well until April 1.