

# Greek Week competitions come to a close



Photos by Katy Banks

ae@technewsit.com

A&E

# National Association of Broadcasters Show displays new technology

**Austin Gonzalez**  
OPINION EDITOR

The National Association of Broadcasters Show (NAB) is not the most captivating or flashiest conference for your average Joe. The Consumer Electronics Show and Electronic Entertainment Expo are more likely to grab headlines with items that consumers can expect to see in their own homes and offices. The over 100,000 attendees at NAB 2015 this year aren't waiting around for nothing. NAB shows off the latest and greatest technologies that help bring the amazing content you've come to expect to life.

There has been a growing focus on 4K and UHD screens in the consumer market, but to make content that looks great and is easily editable, you need to shoot in higher quality as well. There are several new sensors that have been unveiled that make shooting

in 6K and 4K not just possible, but completely reasonable. One new company that has been taking the arena by storm is RED. They only focus on only high-end resolution cameras with the somewhat unique ability to upgrade via modules. Founded in 2005, the company has a militaristic style and has been making dramatic improvements to their line of cameras since their inception. Their new 6K RED Weapon is an upgrade to their latest camera, the RED Dragon. The upgrade moves around several components such as IO, cooling, and mic placement to increase performance. RED also showed off their new 8K sensor which will be released later in the year and be the next upgrade path option for RED users.

Professionals and "Prosumers" alike will be able to take advantage of less expensive, more entry-level technologies. If 8K is too much for you, Blackmagic is releasing their new URSA Mini which supports either

the older 4K or their brand new 4.6K sensor. There are tons of specs which are hard to appreciate without being a photographer. Starting at a mere \$2,999, the URSA Mini offers a phenomenal price-to-performance ratio compared to RED's over \$50,000 complete set ups. The URSA Mini is ready to go right out of the box and is a strong recommendation from this writer if IIT ever gets its student studio project together.

One of the more exciting spaces for development is that of drones. DJI showed off their new Phantom 3 drone with a live demo. The Chinese company is capturing large swathes of market share for their reliable and incredibly easy-to-use drones. The Phantom 3 introduces "Vision Positioning Technology" sensors which help make the plane more autonomous including automated landing functions. The DJI Phantom 3 starts at \$999 and is now more accurate when flying indoors and

low to the ground. The Phantom 3 is able to work at ranges of up to two kilometers. What's interesting is DJI is forgoing the commonly-seen GoPro mounts and instead supplies you with its own up-to 4K camera. This is a shame because Phantom users won't be able to take advantage of the new Blackmagic Micro. The Micro Cinema camera offers many features only interesting to prosumers such as rolling and global shutters and 13 stops of dynamic range. The tiny camera comes in 1080p and 4K flavors, perfect for whether your focus is on getting raw video to edit later or producing perfect content for broadcast. NAB has tons of interesting new toys to look at, and tons more you'd never be able to afford. It's good to know that the content creators of the world getting rapidly advancing technology to make better and better content for us to enjoy.

5th Annual Program | August 6-18, 2015

# DIGITAL ReBirth

Smart Manufacturing. Smart Cities. Smart Grid. Smart Transportation.

All participants receive lodging. Travel scholarships available!

## APPLY NOW @ sise.uic.edu

Join us in Chicago at the intersection of Energy and the Future.



# SUMMER INSTITUTE

ON SUSTAINABILITY AND ENERGY

With SISE Partnering Institutions



Argonne NATIONAL LABORATORY

+ CLEAN ENERGY TRUST



ISEN INSTITUTE FOR SUSTAINABILITY AND ENERGY AT NORTHWESTERN



LOYOLA UNIVERSITY CHICAGO 1870



ISER INSTITUTE FOR SUSTAINABLE ENERGY RESEARCH AT LOYOLA UNIVERSITY OF CHICAGO