

StoryTech® @ NAB Show

Driving the Relationship Between Storytelling & Technology

April 11-16, 2014

Change accelerated. The rapid evolution of technology is transforming the broadcast landscape and affecting the bottom line from storytellers, content creators, distributors, and brands.

“How can you use technologies to have successful, measurable and sustainable impact?”

The answers are on the NAB Show Floor

Focusing on the Key Trends of 2015 and How They Impact Your Business

- **TECHNOLOGY.** Working in close collaboration with the NAB Show we track the most relevant and impactful trends in technology for 2015.
- **DEEP DIVE.** Get a rich deep dive first look at the new devices, platforms and technologies that address production and distribution of content, build audiences and communities and revenue
- **THE RESULT.** You'll leave the experience inspired and with relevant knowledge to continue produce and distribute content more efficiently and effectively, and build valuable, profitable audience/consumer relationships.

[Register Online At NAB SHOW HERE](#)

C-Level Top Trends NAB Show Floor Tour

Price \$495
Tuesday, April 14 2:30 – 4:30 p.m.

Tech Matters to Your Business.

Keeping up with the trends and changes in technology as well as audiences is essential when it comes to decision making and mapping the future of your business whether you run a content company, an agency, a technology company or a media company. This tour, tailored to decision makers, focuses on the products and services that will empower you to take advantage of the trends in technology from multiplatform production to cloud-based services and the trends in audiences and consumers from anytime, anywhere demands to data-driven customization.

Connection Production Via IP NAB Show Floor tour

Price \$495
Tuesday, April 8, 10:30 a.m. – 12:30 p.m.

Get Your Head In The Cloud.

What if technology could allow for an efficient reallocation of resources? This is the promise of the cloud allows for collaboration from creative to editing function and rules-based distribution across time and space. It brings down the cost of hardware, software and even upgrading. The move to IP cloud-enabled production is underway and is inevitable. This tour will focus on the tech tools for connected production in secure environments that maximize efficiency and create opportunities for traditional and new players in the evolving “vidcasting” world.

NAB Show Exhibit Floor Briefing

A 30-Minute “Decipher the Show” session to help you make the most of your time and discover the technologies relevant for you. **Price: \$25**

Each day: **Monday, April 5 – Thursday, April 10; 8:30 a.m.**

Innovation drives NAB Show. Where do you start your 2015 NAB Show floor experience? Begin it by attending this 30-minute overview. Offered at the start of each day this informative session covers the trends of 2015 driving the future of media and entertainment, the “geography” of the floor, and key highlights enabling you to derive the most value from your experience and navigate the digital world. This briefing is best when paired with the General Tour Self-guided Audio Tour

AUDIO TOURS

DOWNLOAD AUDIO TOUR
APP: NAB Show 2015



The General Tour

The 2015 NAB Show General Audio Tour will not only help you navigate the show floor but also present you with the general trends happening in the industry and show the Exhibitors and products driving those trends. And, no matter what our business, this audio tour is fun and easy to use while learning about the latest in technology.

The World of Multiplatform Content

There is a revolution happening. The production and distribution demands of multiplatform content touch every point on the content value chain. This guided audio tour is designed specifically for those seeking to understand, implement and maximize efficiencies in a multi-platform content world. Key stops on the tour will focus on exhibitor products and services that are leading and enabling the future of content.

Advertising: AdTech, Big Data and Analytics

Data drives the world. Every action, every reaction, every “conversation,” creates data. Some even call data “the new oil.” Technology enables the content experiences that result in data. The entire content value chain is tagged. Consumers and their behaviors are profiled both in the aggregate and the specific. These technologies are transforming advertising and marketing from targeting to retargeting to programmatic ad buying. Stops on this audio tour will showcase these enabling technologies and well as the role of data in customizing content experiences.

“I appreciated the way that you carefully selected companies to showcase and wove their offerings into a compelling and coherent view of the important trends in the market.”

“The guided tour ensured that I saw the technology that I would have likely missed if left to my own. I feel that I came away with seeing and experiencing exactly what my company expected of me. I would recommend your tours to anyone who wants the full value of their show investment.”

Participants from the 2014 Tours

About StoryTech™: StoryTech helps companies dramatically adapt to and profit from change brought about the collision between technology, storytelling and brands.

Learn more at www.story-tech.com.