

SOTIS

15 & 16 NOVEMBER 2023
DOCKS DE PARIS - SAINT-DENIS

INNOVATIONS
AT THE SERVICE OF
CREATION

www.satis-expo.com

 @satisexpo  @screen4allforum  Satisexpo  satisexpo  satis

FILM • TV • LIVE • EVENTS • BROADCAST • AUDIO • COMMUNICATION • INTEGRATION • ANIMATION • VFX • ENTERTAINMENT • IMMERSIVE MEDIA

 Club HD

 génération
numérique
MEDIA ENTERTAINMENT TECHNOLOGY

SATIS

A UNIFYING EVENT

CONCEPT

From producing to screening content! SATIS is a French-speaking event dedicated to creation and technological innovation at the service of the media, entertainment, and AV communication markets.

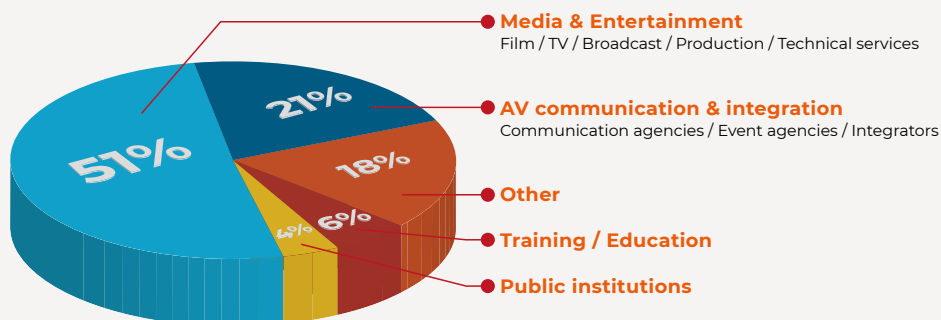
A ONE-OF-A-KIND EVENT IN FRANCE

SATIS gives professionals a broad panorama of the technologies, tools, and services available to the AV ecosystem. At the heart of the event, SCREEN4ALL is a place dedicated to start-ups and the innovations of tomorrow.

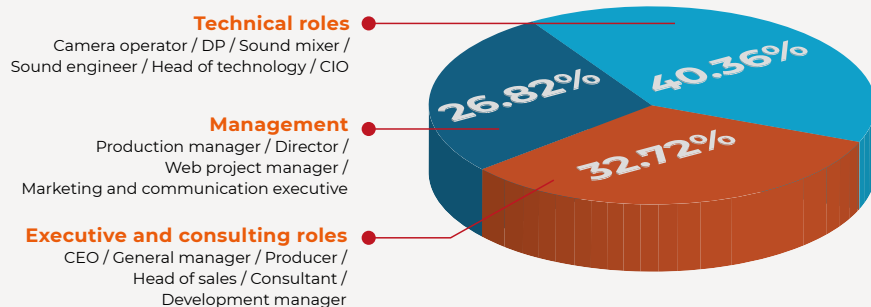
A BROADER REACH, THANKS TO AN ONLINE COMPONENT

With SATIS TV and the on-site visitors, the event gathered more than **11,000 people** over two days, with livestreamed video content that attracted over **3,500 viewers** from 20 countries in 2022!

VISITOR PROFILES



TOP 3 INDUSTRY PROFILES



2022 IN BRIEF

-  **40th edition**
-  **1 SATIS TV studio**
-  **6 conference & workshop rooms**
-  **1 night-time event**

KEY DATA

SATIS 2022

- **8,693 VISITORS**

SATIS TV 2022

- **4,500 VIEWERS LIVE + VOD**

OUR COMMUNITIES

- FICTION & FILM
- ADVERTISING & COMMUNICATION
- CORPORATE
- LIVE SHOWS & EVENTS
- BROADCAST & TV
- ANIMATION & VFX
- AUDIO
- MOBILE & WEB
- NEW MEDIA
- MUSEOGRAPHY
- COMMUNICATION
- AUDIO-VISUAL INTEGRATION



SATIS 2022 KEY FIGURES

- **224 exhibitors, brands, and partners**, including **68** new exhibitors
- **20** products and services presented for the **first time in France**, including **4 worldwide premieres**
- **79 applicants** to the Trophies
- **9 winners** of SATIS Trophies and **6 Jury's Picks**
- **5,360 conference attendees** **59 expert panels** and **workshops** dedicated to major issues in the AV, media, and entertainment industries, with nearly **220 experts** from the AV value chain
- **4,500 viewers** across 10 live studios for SATIS TV, with content available on demand
- **8 keynotes** highlighting production models, creativity, live events, and new production workflows

SATIS VISITOR SURVEY

31%

want to learn
about new products

23%

are looking for
information

17%

appreciate meeting vendors
and preparing their purchases

15%

want to expand
their professional network

14%

come for the talks



2023 TALKS - MAIN TOPICS

SATIS gathers all communities interested in the AV industry, by offering a wide range of events.

ARTIFICIAL INTELLIGENCE

Artificial intelligence has been making headlines: we have all heard of ChatGPT, and according to a recent survey 20% of French people have already tried it out! **Generative AI and deep learning** will be at the forefront of the talks given during SATIS 2023. The topic will be covered from all angles, **from content creation to distribution**. Multiple talks will explain, through case studies, how AI could change AV ecosystems now and in the future. AI cannot do everything, but it is increasingly used by artists, technicians, authors, and broadcasters in order to optimize the production and consumption of content. In addition to end users, the talks will feature researchers and legal experts who will shed light on what is legally and technically possible.

Topics will include:

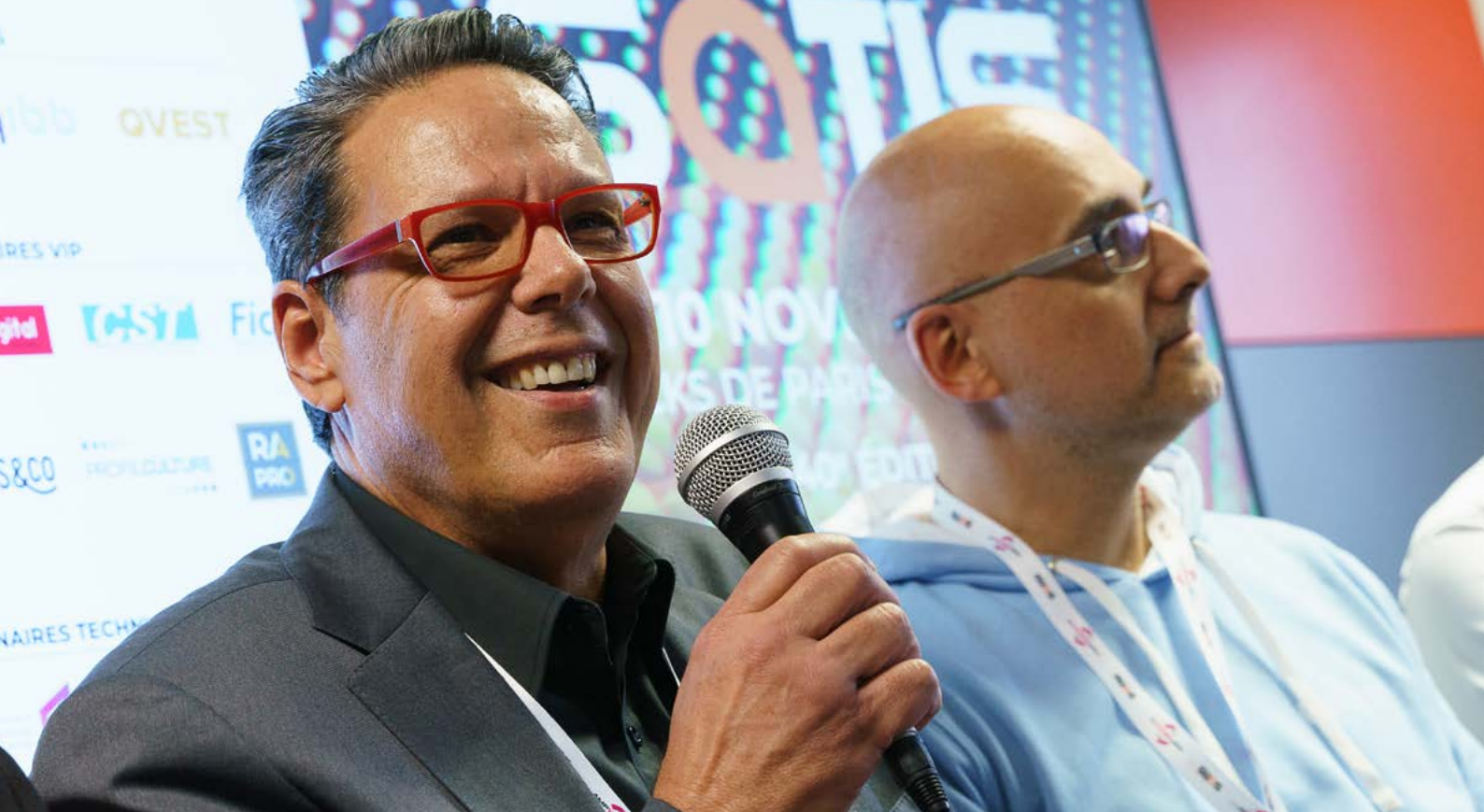
- How far can AI go to help creators?
- Audio and AI: from speech-to-text to mixing
- Creating and animating characters using AI
- What legal framework for AI?
- The benefits of AI-driven post-production

ENVIRONMENTAL RESPONSIBILITY, DIVERSITY, CSR: WE ARE ALL INVOLVED!

Reducing one's carbon footprint at all stages of production is no longer just an option, and a welcoming and trusting environment helps workers achieve great results. There are **tools** and **support initiatives** available! It is important to mention these, and SATIS continues to raise awareness in the community by offering a series of talks dedicated to positive practices for better and more sustainable production.

Topics will include:

- Filming and diversity: building a healthy work environment
- Preserving biodiversity when filming in nature
- What toolkit and practices for a "greener" production?



VIDEO OVER IP

Video over IP is gradually making its way into the infrastructures of **broadcasters**, as well as in **OB trucks** and even **corporations**. Depending on quality requirements, technical decision-makers can opt for **hybrid solutions**, SMPTE full IP, or NDI. SATIS 2023 presents technologies and use cases based on real-world scenarios.

Topics will include:

- NDI gaining ground
- The relationship between CIO and AV
- Distributing AV signals over IP
- How is the deployment of IP progressing in broadcast architectures?

STUDIO - ALL SIZES, ALL TECHNOLOGIES

Whether for corporate use or fiction content, many producers are relying on **film sets**. Many companies are setting up **hybrid web sets** for their internal or external communication; meanwhile, for certain major studios, **XR technologies** and **virtual sets** have become essential to remaining attractive, getting foreign clients, and offering more eco-friendly solutions in terms of recycling and energy. Keeping with the 2022 edition, SATIS continues to explore all issues related to the new generations of studios.

Topics will include:

- How to light a scene in a virtual and/or XR studio?
- How to create virtual scenery, and at what cost?
- How does real-time 3D impact film and TV production?



A SERIES OF TALKS ON CONTENT CREATION

- New uses of lighting in film
- Filming: can technology do everything?
- Storage during a shoot
- Vintage or current; how to pick a lens
- Is the acceleration of filming schedules unavoidable?
- From special effects to VFX: the French touch
- Making successful videos for social networks



NEW IN 2023

In 2023, SATIS continues its growth and reorganizes its exhibition area, adding the new Dock Eiffel

Dedicated to experiences, Dock Eiffel will host some of the show's exhibitors and offer new, more comfortable spaces including the AV Solutions Village, a large conference room, and a one-of-a-kind event: the **Big Shoot XR**, a demonstration area for virtual production: a world exclusive!

The VIP space, where visitors can stop for a coffee and schedule business meetings, will also move to Dock Eiffel: it will be set up as a large and interactive meeting room.



THE BIG SHOOT XR, A VIRTUAL PRODUCTION SPACE

Launched in 2012 at the heart of Screen4ALL, the Big Shoot is back as an "XR" event!

A virtual production studio is a marvel of technology, but more importantly a tool at the service of creativity. In terms of virtual production, there is still a lot to invent! In order to better understand the potential of such a platform, there is nothing like a **live workshop**: with the Big Shoot XR, users will be able to approve scripts, test equipment, and get practical advice. The space's purpose is to give **insights to professionals** on the mechanisms and processes related to **XR technologies**. In addition to an overview of technical solutions, professionals will also get information about pre-production, which is fundamental to a project's success.

In order to fully leverage the **potential of XR studios, experts in different fields will have to learn to work together**. This XR demonstration will bring them all together.

Exhibitors and sponsors of the Big Shoot XR will have the opportunity to invite their clients to offer advice and present hardware.



AGORA 2 CONFERENCE ROOM AND VIP SPACE

The Agora 2 conference room will be set up in Dock Eiffel, in a larger size than in 2022 in order to give attendees **more space and comfort**. The talks given in this room, like the ones in Agora 1 in Dock Haussmann, will be filmed using a multi-camera setup; the content will be streamed on SATIS TV.

The VIP space is a temporary place in which exhibitors, speakers, and invited visitors can have a hot or cold drink, take a break, or talk about a project in a quiet environment. It will also serve as a demonstration area for AV integration technologies.



EXPAND YOUR NETWORK, DEVELOP NEW PROFESSIONAL OPPORTUNITIES

JobCasting by SATIS

Like other industries, the AV industry is having difficulties recruiting workers. Multiple branches (film, TV, broadcast, communication, integration, etc.), covering a wide variety of jobs, are impacted. In order to help with this issue, SATIS has created the JobCasting area, a first in the AV and broadcast trade show space!

Businesses will have the opportunity, ahead of the event, to **submit job postings** and meet **applicants** in a dedicated section of the venue. This idea is to encourage a “hybrid” system promoting in-person interactions with people who have been vetted in advance. This initiative will be supported by a **dedicated communication and partnership plan** that will open recruitment to many potential candidates, whether

for a long-term position or a single mission in an Av-related field. Exhibitors will have access to the profiles of all registered applicants, as well as to their resumes. They will also be able to define times at which they will be available for the recruitment event (½ day, full day, 2 days), depending on the number of appointments made to meet with new future talents.



MORE CATERING AT DOCK HAUSSMANN

In order to provide more food options to visitors and exhibitors, SATIS will feature more places serving food and snacks. A restaurant with full menu and table service will also be available, on the Dock Haussmann mezzanine.





PROMOTING INNOVATION...



SATIS TV

The channel dedicated to the forum, **SATIS TV**, will stream live during the two days of the event. SATIS TV is also available as video on demand year-round for free on Moovee.tv, the new platform created by Génération Numérique.



THE SATIS TROPHIES

The **SATIS Trophies** have become a major industry event dedicated to showcasing new products and services. All participating exhibitors are featured in SATIS's communications before the forum. The nine winners receive 4,000 euros' worth of promotion in Mediakwest and in the SATIS newsletters. New industry insiders will join the jury in 2023.



ENGAGEMENTS COMMITMENTS

SATIS remains true to the environmental commitments it made, starting two years ago, in order to limit waste and, more generally, the event's carbon footprint.

Unlike other public events, SATIS generates extremely low waste because it mostly relies on rented furniture, reusable dividers and little carpeting. Parts of the specialized booths, especially for Screen4All and the AV Village, are stored and reused in later editions.

In the past two years, the amount of printed documents was reduced and unused printed material is recycled. Starting last year, plastic bottles were banned from the conference areas, and plastic badges were replaced by recyclable cardboard badges.

Catering partners are selected based on their level of CSR, as well as their policies of using organic ingredients and donating unsold inventory to charity.




This year, a new step will be made by also raising awareness with the exhibitors themselves.






2022 EXHIBITORS

3D STORM • 42C • 44.1 • ACE MEDIA TOOLS • AD AURES – CASTOPOD • ADVANCED MULTIMEDIA.FR • AETA AUDIO SYSTEMS • AJA • ALCHIMIE • ALGAM ENTREPRISES • AMAGI • AMP VISUAL TV • ANFIMAGE – INOVATIV • ANYWARE VIDEO • APPEAR AS • ASKIDA TALDEA • ATWY • AUDIENS • AUVNI • AV USER CLUB • AVECO • AVER • AVERMEDIA • AVID • AXENTE • AXIMMETRY • BARCO • BCE FRANCE • BEILLEN • BEPUB • BLACK MAGIC DESIGN • BLASTREAM • BLUEBELL • BOB – BOÎTE À OUTILS BROADCAST • BRIDGETECH • BROADCAST ARCHITECH • BZH STUDIO • CANAL CABLE • CANON • CAPTA PROD • CARPETLIGHT • CARRICK SKILLS • CENTRAL VIDEO • CHANCY PUBLISHING • CHRONODISK • CINEO LIGHTING • CODEMILL • COLOR FILMS ARCHIVES • COMINWEB SCREENOVER • COMLINE • CRALTECH • CREAMSOURCE • CREWBOOKING • CSI AUDIOVISUEL – AUDIOPOLE • CVS • DATABOX.FR • DATAVIDEO • DIGIFILM ARCHIFLIX • DISGUISE • DISTRIMEDIA • DREAMCHIP • EASY TOOLS • ECOPROD • ECOSM • ECRAN TOTAL • EGRIPMENT CAMERA SUPPORT • EICAR • EMBRACE • EUROCOM • EUROLIGHT SYSTEM • EVS • EXALUX • FICAM • FLANDERS SCIENTIFIC • FLANEER • FLIM • FRANCETÉLÉVISIONS • FRENCH TOUCH FACTORY • FREQUENCE • GÉNÉRATION NUMÉRIQUE • GENITECH • GODOX PHOTO EQUIPMENT CO • HAIVISION • HARMONY-NETWORK • HERAW • ICONIK • IFF • IFF-MEDIA 180 • INA • INNPORT • IRIX • IMES • IVORY • JABRA • K5600 LIGHTING • KILL THE TAPE • KILOVIEW • L'ABOMINABLE – NAVIRE ARGO • LANSEE • LAW0 • LIGHTWARE VISUAL ENGINEERING FRANCE • LIMECRAFT • LITEMOVER • LITEPANELS • LIVEU • LUMENS • MAGIC HOUR • MARTIN • MATROX • MEDIA LINKS • MEDIKWEST • MEDIAPROXY • MERSIVE • MIDLIVE • MOVINMOTION • MULTICAM SYSTEMS • NCAM • NDI • NETGEAR • NEWBLUE • NEWTEK • NILA • NIXER • NOMALAB • NOX CRÉATION • OBJECT MATRIX • ODIHO SOUND IN SILENCE • OKAST.TV • OLIVERDY • ONE TRICK PRODUCTION • OWC • PARIS & CO • PB EUROPE • PERFECT MEMORY • PHABRIX • PLAINE COMMUNE • POST LOGIC • PRG • PRO-X • PRODYS • PROFOUND • PROMISE • PROHOT • PSI • QUARTZCOLOR • QUICKLINK • RAYZR • RED • RIEDEL • ROSS VIDÉO • RUBYLIGHT • RVE • SAMSUNG • SEAGATE • SHURE • SIDEV • SONOMAG • SONOVISION • SONY • SPARKUP • SPLINE • STAGETEC • STARWAY • SUMOLIGHT • SYNOPTIC BROADCAST • TELEPILOTE • TELEQUID • TELESTREAM • TELEVIC • TELYCAM • TERADEK • TEVIOS • THEGREENSHOT • TRIPLEPLAY • TRM • TVU NETWORKS • VELVETLIGHT • VIAPASS • VISIONETICS • VISUAL IMPACT FRANCE • VITEC • VIZION'R • WASABI • WORKFLOWERS • XD MOTION • YAMAHA • YEWTH • ZOOM • ZYLIGHT




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