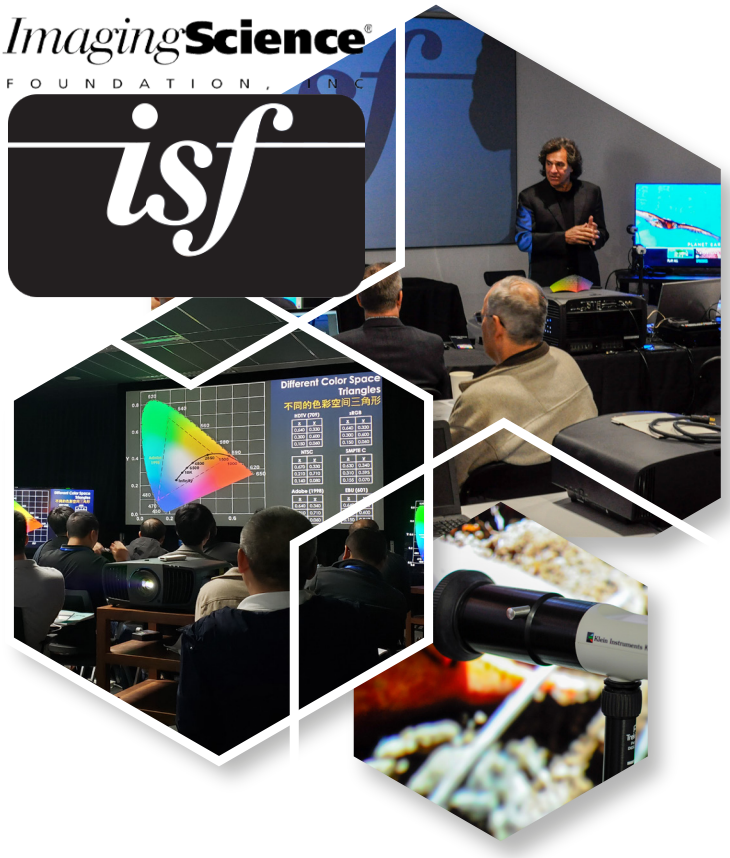
ImagingScience FOUNDATION, INC

isf



ISF SEMINAR 2020

LEVEL III: ADVANCED TRAINING IN VIDEO DISTRIBUTION, HIGH DYNAMIC RANGE AND VIDEO CALIBRATION

ISF IS A LIVING, BREATHING, EVER EVOLVING ENTITY, MADE UP OF PROFESSIONALS AROUND THE GLOBE.

We are all striving for video perfection from the movie set all the way to the new HDR display in a home theater, and the technology changes that are rapidly coming to fruition must be fully understood and addressed in all aspects of picture quality.

Since the release of HDMI 2.0 and the onset of 4K/HDR products and content, calibration has become secondary to successfully distributing the correct signal. Our mission at ISF is to deliver the best picture available to the end user and to match the director's intent. It is paramount to the mission to get the complete and correct signal from the source through any repeaters in the HDMI network all the way to the display. Integrators have put in systems with 4K and no HDR, limit the system to 1080P SDR or they put the sources in the room with the HDR display. None of these compromises are necessary after ISF Level III. We will cover this at length to help you confidently sell and install these high bandwidth products and systems without the need for any shortcuts or compromises.

Coming out of ISF Level III, you will have the knowledge to teach customers about picture quality and be able to confidently explain why investing in a better TV or projector is worth it. This will all contribute to more margin and better sales, ultimately increasing your bottom line.

WHO SHOULD ATTEND?

- RESIDENTIAL AV INTEGRATORS
- COMMERCIAL AV INTEGRATORS
- INDEPENDENT CALIBRATORS
- MANUFACTURERS
- CONTRACTORS
- COLORISTS
- TECHNOLOGY CONSULTANTS
- BROADCAST ENGINEERS
- BUYERS FOR INSTALLATION AND INTEGRATION COMPANIES
- PREVIOUS ISF COURSE ATTENDEES (LEARN TO CALIBRATE HDR)
- DIGITAL IMAGING SPECIALISTS & SUPERVISORS
- PRODUCTION/POST PRODUCTION PERSONNEL

COURSE PREVIEW

DAY 1 What it takes to get high value (>14Gbps) signals to the display and AVR with hands-on lab using fiber optic termination techniques. We will also discuss in-depth use of matrices, splitters, Cleerline SSF, HDBaseT, and more.

DAY 2 Understanding the video food chain, basic video system setup and ISF calibration. White balance, color gamut, and front panel controls all with hands-on labs using meters and generators.

DAY 3 HDR completely demystified. HDR calibration, advanced calibration of HDR displays, saturation sweeps, LUTs, and more with hands-on labs.

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2020 COURSE SCHEDULE

FEBRUARY 8-10 | AMSTERDAM, NETHERLANDS
PRE ISE, HOSTED BY JVC

MARCH 3-5 | AUCKLAND, NEW ZEALAND

APRIL 8-10 | VANCOUVER, BC, CANADA
HOSTED BY JVC

MAY 5-7 | CHICAGO, ILLINOIS
HOSTED BY NEC

SEPTEMBER | DENVER, COLORADO
PRE CEDIA, HOSTED BY CEDIA

OCTOBER 6-8 | DALLAS, TEXAS

NOVEMBER 4-6 | LOS ANGELES, CALIFORNIA

WHY ATTEND?

Each attendee will have the opportunity to become ISF certified following successful completion of an exam

Impacting technologies including HDBaseT, 3D and 4K are incorporated into the class

Each attendee will gain a practical knowledge of video reproduction standards

Gain the knowledge to teach customers about picture quality and be able to confidently explain why investing in a better TV or projector is worth it

Gain exposure to the tools required to make correct adjustments for control, contrast, brightness, color, tint sharpness, gamma, color gamut, and white balance

Visit www.avpro.training/isf for even more benefits and reasons to attend!

WHAT DO I EARN?

CERTIFICATE OF COMPLETION

LISTING ON ISF CALIBRATORS WEBSITE (WWW.IMAGINGSCIENCE.COM/DEALERS)

12 AVIXA CTS OR CTS-I CREDITS, 16 CEDIA CEU CREDITS

1 HOUR PRIVATE TUTOR SESSION AFTER CLASS TO ENSURE TEST COMPLETION

1-MONTH TRIAL LICENSE OF CALMAN ULTIMATE VER. 5.6X CALIBRATION SOFTWARE

FREE COPY OF ARGYLL CALIBRATION SOFTWARE

PERMANENT ACCESS TO ISF INSTRUCTORS FOR QUESTIONS AND ASSISTANCE

SIGN UP FOR CLASS THROUGH AVPRO AT WWW.AVPRO.TRAINING OR CONTACT AVPRO AT 877-886-5112 / INTERNATIONAL +1 605 274 6055