

ISF SEMINAR 2019

Level III: Advanced Training in Video Distribution, High Dynamic Range, and 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. This is why ISF Level III has become so critical!

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

► 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.

▶ 2019 COURSE SCHEDULE

FEBRUARY 1-3 | AMSTERDAM, NETHERLANDS
PRE ISE, HOSTED BY SONY

MARCH 4-6 | GUANGZHOU, CHINA

MAY 7-9 | TORONTO, CANADA
HOSTED BY PANASONIC

JUNE 25-27 | NEW YORK CITY METRO

JULY 24-26 | SYDNEY, AUSTRALIA

SEPTEMBER 9-11 | DENVER, COLORADO
PRE CEDIA

NOVEMBER 5-7 | LOS ANGELES, CALIFORNIA

▶ NEW FOR 2019

- **AUTOCAL**  **CaIMAN**
WITH AUTOCAL
By SpectraCal
- **WHITE POINT MATCHING FOR STUDIOS**
- **HDR10 & HLG**
- **BECOME WELL VERSED IN SELLING HIGH END TVS AND 2-PIECE PROJECTION SYSTEMS**

▶ CERTIFICATIONS

- **CERTIFICATE OF COMPLETION FOR ISF LEVEL III**
 - **12 AVIXA CTS OR CTS-I CREDITS**
 - **16 CEDIA CEU CREDITS**
-  **AVIXA**
 **CEDIA** CTS  **CTS RU** Provider
CEU PROVIDER

▶ 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!

▶ A NOTE FROM ISF FOUNDER, JOEL SILVER

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The current HDR era is the very best of times for ISF Calibrators and their clients! The early HDR HDMI connectivity issues are now easily resolved by those with Level III skills, and the impressive HDR image quality now available through streaming, discs and HDR downloads is driving sales of ISF calibrations and large screen UHD TVs. The upcoming year will bring us wonderful new content in HDR10, HDR10+, Dolby Vision's three offerings, HLG, SL-HDR1,2,3 and a glimpse of 8K and sporting events in 100/120 Hz. Today's innovations have revitalized movie viewing - tomorrow's advances in temporal resolution will revolutionize sports!

We will only offer four North American ISF Level III sessions in 2019 - overseas demand and private sessions will limit the number ISF sessions. We were touched by CEDIA's recognition of ISF's impact on thousands of businesses, and we look forward to seeing you at an ISF Level III event in 2019.”

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OR CONTACT AVPRO AT 877-886-5112
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