Lawo’s IBC Breakfast Sessions 2024



L-R: Bart Lucassen, Frederic Bochart



Lawo, a global partner for innovative broadcast technology solutions, is pleased to invite early IBC 2024 birds to its Breakfast Sessions at booth 8.B90. IBC visitors are welcome to start their show day with a blend of insightful discussions, great coffee, and delicious German pastries.

On Saturday, 14th September, at 10 am, Bart Lucassen, Director of Engineering, HBS, will share his extensive expertise in a session titled "Next-Generation Processing Infrastructure for Global Sports Events." HBS prides itself on its extensive experience with project management for the delivery of the most prestigious sports events around the world. The company has always pushed to reduce the broadcasting footprint, allowing organizers and broadcasters to optimize both venue resources and media rights with flawless reliability.

On Sunday, 15th September, at 10 am, Frédéric Bochart, CTO of private broadcaster RTL Belgium, will offer insights into the transformation of the industry during his session, “Reconsidering the Radio Landscape – IP, Virtual Interfaces and Next-Generation Workflows.” Whether on television, radio or in the digital environment, RTL Belgium creates and broadcasts French-speaking Belgians’ favorite content. In its quest for efficiency and audience satisfaction, RTL Belgium relentlessly adopts state-of-the-art technologies for its production workflows to best entertain, inform and bring people together.

Lawo’s Breakfast Sessions are a rare opportunity to engage with highly respected experts in their respective fields. Lawo's presence at IBC 2024 promises to be a unique experience for industry professionals in search of cutting-edge live media

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production solutions. Lawo would also like to remind all visitors that they are welcome to Lawo's Happy Hour at 5:00pm on each show day. End your days at booth 8.B90 with some relaxed hobnobbing with industry peers and cool beverages.

Register here for the Breakfast Sessions. Registered attendees will also have access to session recordings in case they miss the onsite event. Join Lawo at booth 8.B90 to surf the Second Wave of the industry's transition to standard IT technology.

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