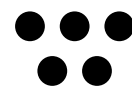


# BELGIUM - WALLONIA at NAB 2017



**April 22-27, 2017 - Las Vegas, Nevada**  
**Las Vegas Convention Center**  
**BOOTH C8529**  
**Central Hall**

**NABSHOW™**  
*Where Content Comes to Life™*

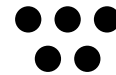


**Wallonia.be**

**EXPORT  
INVESTMENT**

Place Saintelette 2  
1080 BRUSSELS  
BELGIUM  
Phone: +32-2-421 87 45 - Fax: +32-2-421 87 75

[www.awex-export.be](http://www.awex-export.be)  
[www.investinwallonia.be](http://www.investinwallonia.be)



Wallonia.be

EXPORT  
INVESTMENT

The **Wallonia Export - Investment Agency** is the Wallonia Region of Belgium's government agency in charge of foreign trade promotion and foreign investment attraction. The agency has a worldwide network of 109 Economic and Trade Attachés. AWEX is ISO 9001 certified since April 2002.

As an **export agency**, AWEX carries out a mission of promotion and information for the benefit of both Wallonia and the foreign business community.

Upon request, AWEX assists buyers, decision-makers, importers and foreign prospects by:

- Providing economic data on Wallonia and its export potential
- Disseminating information on products and services from companies located in Wallonia
- Identifying companies in Wallonia for international partnerships
- Distributing lists of exporters from Wallonia

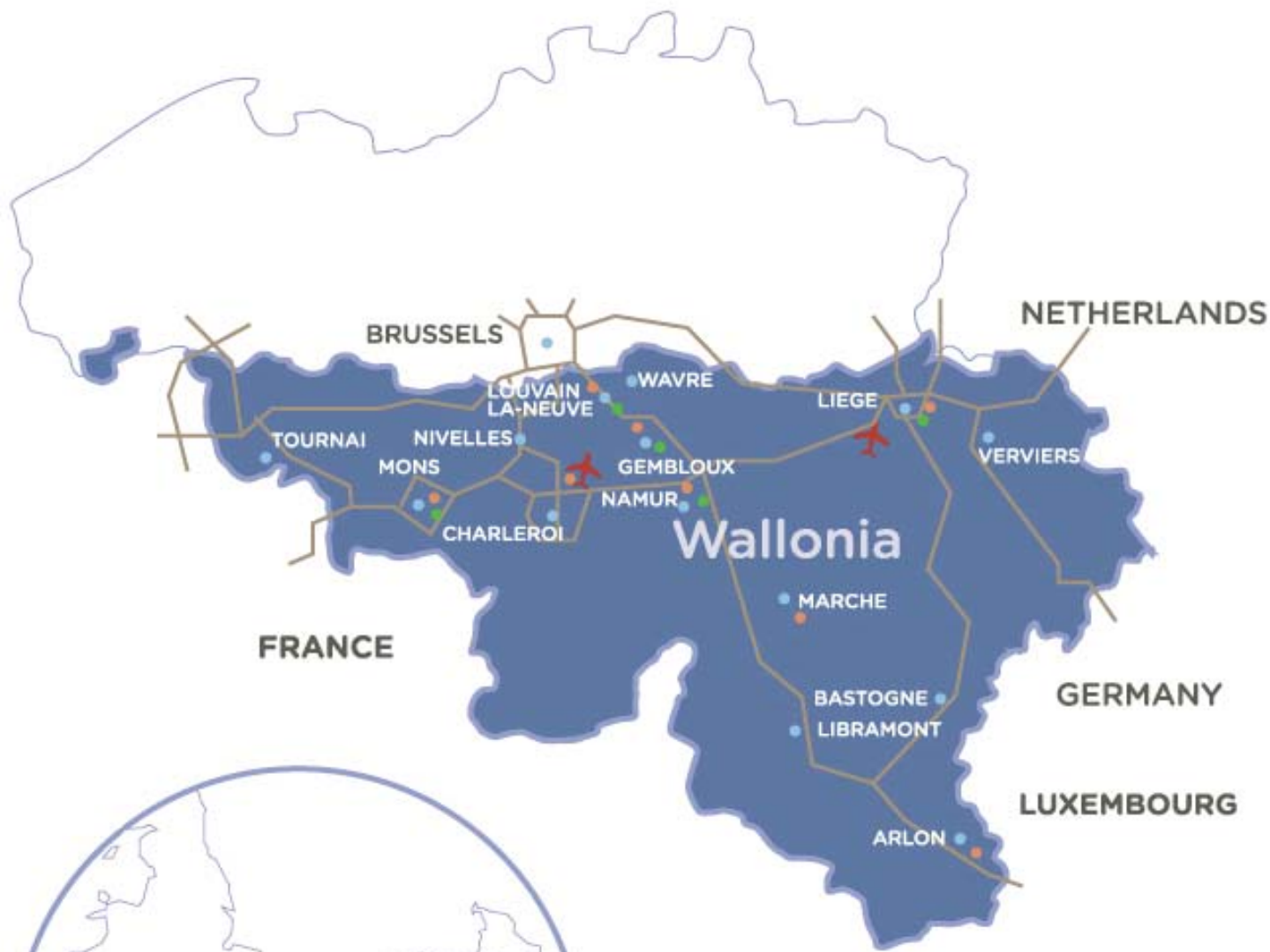
As an export partner for Wallonia-based companies, Awex offers a wide range of export-oriented services and activities:

- General and commercial information on foreign markets
- Market studies tailored to specific areas upon request
- Organization and planning of marketing activities (international trade shows, economic missions, sector-based contact days...)
- Establishing contacts with international organizations
- Promoting Wallonia's export potential abroad
- Financial support and export financing
- Training in international careers

As an **investment agency**, AWEX has an overall responsibility for the attraction of foreign investment in Wallonia. This includes seeking out and providing information to potential foreign investors. The Agency also offers a pro-active follow-up service to investors already established in Wallonia. In addition, it is in charge of identifying new foreign investors for the acquisition of industrial sites under restructuring process.

## In attendance at NAB-Las Vegas :

- Guy VANPAESSCHEN, Project Manager North America, Brussels  
[g.vanpaesschen@awex.be](mailto:g.vanpaesschen@awex.be)  
[www.awex-export.be](http://www.awex-export.be)
- Baudouin de HEMPTINNE, Investment & Trade Commissioner, San Francisco  
[bdh@belgiantrade.org](mailto:bdh@belgiantrade.org)  
[www.wallonia.us](http://www.wallonia.us)



- SCIENTIFIC RESEARCH CENTRES
- UNIVERSITY CENTRES
- CITIES

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**Agence  
du Numérique**  
Filiale de l'AEI

**AGENCE DU NUMERIQUE**

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[info@digitalwallonia.be](mailto:info@digitalwallonia.be)**

**[facebook.com/digitalwallonia](https://facebook.com/digitalwallonia)  
[twitter.com/digitalwallonia](https://twitter.com/digitalwallonia)  
[linkedin.com/company/agencedunumerique](https://linkedin.com/company/agencedunumerique)**

**Contact:  
Benoit Hucq, Managing Director,  
[benoit.hucq@adn.aei.be](mailto:benoit.hucq@adn.aei.be)**

The Agence du Numérique (AdN) is a limited liability company under public law, set up at the initiative of the Walloon Government to contribute to the definition, the implementation and the monitoring of the Walloon public policies on digital information. The AdN is a subsidiary of the Agence pour l'Entreprise & l'Innovation (AEI).

Open, innovative and independent, the AdN is a catalyst for the digital transformation of the region, a center of expertise and trusted advisor of the Walloon Government and Wallonia.

The AdN is responsible for implementing the digital strategy for Wallonia, Digital Wallonia.

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[facebook.com/digitalwallonia](https://facebook.com/digitalwallonia)  
[twitter.com/digitalwallonia](https://twitter.com/digitalwallonia)  
[linkedin.com/company/agencedunumerique](https://linkedin.com/company/agencedunumerique)

### The ICT platform for Wallonia

**Located at the heart of the ecosystem of initiatives and ICT stakeholders in Wallonia, Digital Wallonia is their place of convergence, expression and support.**

Digital Wallonia is a true Hub, offering layers of customizable services activated on demand, in an open and participative model:

- **Dynamic mapping of the ICT ecosystem.** ICT profiles (companies, actors, innovative users), products and services, technology clusters, digital communities, ...
- **Vision & digital uses.** Plan for the digital by the Walloon Government. Technological, legal and economic watch, content and white books, barometer and ICT indicators, ...
- **Services and Support.** Online (data, API, calendar, ...) and physical, for the partners and all the stakeholders of the ICT ecosystem (schools, public services, companies, ...), according to the needs.
- **Open Data.** Hub for the Walloon Open Data, services for the public actors for the management and open data, ...

Digital Wallonia is powered by the Agence du Numérique (AdN), subsidiary of the Agence pour l'Enterprise et l'Innovation (AEI).



**INFOPOLE TIC**

**Business & Learning Center  
Rue Godefroid, 5-7  
5000 Namur  
Belgium  
Phone +32 81 72 51 41**

**infopole@infopole.be - [www.infopole.be](http://www.infopole.be)**

**LinkedIn : Infopole Cluster TIC  
Twitter : @infopoletic  
Facebook : /infopoleclustertic**

**CONTACT :  
Mrs. Sandrine Quoibion  
Director  
Mob. +32 494 29 09 14  
[sandrine.quoibion@infopole.be](mailto:sandrine.quoibion@infopole.be)**

INFOPOLE Cluster TIC is the business cluster that brings together and unites professionals from Information and Communication Technologies (ICT) in order to promote business and innovation through partnership.

Our ambition is to contribute to the implementation of a specific and original response to strengthen synergies and allow operators to better position themselves on the market.

Several application areas are the foundation of our actions : health (eHealth), intelligent transports (Intelligent Transport Systems), green technologies (ICT for Green), the public sector (eGov) but also the fields of activity that are rapidly changing such as the Internet of Things (IoT), the Serious Game, Big Data, Open Data, Transmedia, ...



**Rue de Mulhouse 36  
4020 Liège  
Belgium  
Phone : +32 4 349 12 49**

**[www.twist-cluster.com](http://www.twist-cluster.com)**

**CONTACT :**

**Pierre Collin**

**Executive Manager**

**[contact@twist-cluster.com](mailto:contact@twist-cluster.com)**

**Phone : +32 475 66 38 80**

**TWIST** is a media cluster that works to strengthen innovation and growth within Southern Belgian media industries. It is the main business cluster active in the sector of digital audiovisual and multimedia technologies in Belgium.

**TWIST MARKETS**

TWIST is mainly active on three markets:

- Cinema, TV, Animation ;
- Broadcast (development of technologies and facilities) ;
- Immersive and interactive industry (dedicated to the cultural and creative industry and the industrial SMEs and larger companies).

**AXES OF STRATEGIC DEVELOPMENT**

- Digitization & digital Archiving ;
- Augmented Reality & Virtual Reality ;
- Digital Games ;
- Second screen / Transmedia.

**TWIST MEMBERS**

TWIST has over 100 members including :

- 80% SMEs (EVS, IRIS, dcinex, etc.) ;
- 5 TV Channels (including RTBF, RTL Belgium, Be TV) ;
- 5 Universities & Research Centres ;
- 2 investment funds.

**FIGURES FOR THE SECTOR IN WALLONIA (ESTIMATE)**

- Turnover of the sector : € 1 billion
- Number of jobs: 5,000 direct jobs and 2,000 indirect jobs





**STARTUPS.BE**

**Parvis Sainte-Gudule, 5  
1000 Bruxelles  
Belgium  
Phone : +32 475 20 86 54**

**[www.startups.be](http://www.startups.be)**

**CONTACT :  
Thibaut Claes  
[thibaut@startups.be](mailto:thibaut@startups.be)**

Uniting startups with incubators & accelerators, startup communities, investors, entrepreneurial experts and public agencies, Startups.be is the one-stop-shop for Belgian tech entrepreneurship.

The non-profit organization provides entrepreneurs easy & qualitative access to all of the supporting instruments, programs and activities throughout Belgium.

They can also effectively speed up their international market-entry of Belgian startups through the unique Go Global programs.

# List of exhibiting companies

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**BARCO SILEX**

**BarcoSilex**

Rue du Bosquet 7  
1348 Louvain-La-Neuve  
BELGIUM

Phone: +32 10 486 403

[www.barco-silex.com](http://www.barco-silex.com)

In attendance at NAB:

Jean-Marie Cloquet  
Video Product Manager  
[jean-marie.cloquet@barco.com](mailto:jean-marie.cloquet@barco.com)

Thierry Watteyne  
CEO  
[Thierry.watteyne@barco.com](mailto:Thierry.watteyne@barco.com)

Barco Silex provides Video over IP solutions **with JPEG 2000 up to 4K and VC-2 High Quality** on FPGA and ASIC platforms. The **VC-2 High Quality** (SMPTE 2042) is a lightweight compression codec with ultra-low latency. It is very light in FPGA and memory usage.

Barco Silex also develops OEM solutions/boards for Audio/Video transport over IP network.

The unique combination of dedicated research in image compression & encryption as well as a long-standing history of custom **ASIC, FPGA, Board and embedded design services**, provide you best-in class solutions while guaranteeing you flexible, tailored and lifetime support.



**DREAMWALL**

**Rue Destrée, 52  
6001 MARCINELLE  
BELGIUM**

**Phone: + 32 71 600 160**

**en.dreamwall.be**

**In attendance at NAB:**

**Mr. Thibault BARAS  
General Manager  
baras@dreamwall.be**

**Mr. Michel LOISEAU  
TV Solutions consultant  
loiseau@dreamwall.be**

**Mme Isabelle DENIS  
Sales Manager  
denis@dreamwall.be**

**DreamWall** activities:

- “2D/3D Animation” for TV, movie theaters, advertising or web,
- “TV Solutions” creating TV branding, broadcast design, virtual sets and augmented reality

We test your virtual sets and augmented reality inside our virtual studios at KeyWall.

We were granted with : César Best animation film 2014 for « Loulou L’incroyable secret », 3rd box-office France 2014 with 2.996.184 admissions for « Astérix, le Domaine des Dieux », Prix spécial du jury “un Certain Regard” in Festival de Cannes, Annie Award «Best animated Feature – Independant» & nomination to “Oscars 2017” for «La Tortue Rouge»

## IMAGE MATTERS

Rue des Eburons 34B  
4000 Liège  
BELGIUM

Phone : +32 476 31 67 60

<http://image.matters.pro>



In attendance at NAB:

Jean-François Nivart, Founder,  
[jf.nivart@image.matters.pro](mailto:jf.nivart@image.matters.pro)

Manuel Hellendorff, International sales,  
[m.hellendorff@image.matters.pro](mailto:m.hellendorff@image.matters.pro)

Johann Ruwet, Sales Manager,  
[j.ruwet@image.matters.pro](mailto:j.ruwet@image.matters.pro)

Jean-Marc Coulon, CTO,  
[jm.coulon@image.matters.pro](mailto:jm.coulon@image.matters.pro)

Alan de Hepcée, COO,  
[a.dehepcee@image.matters.pro](mailto:a.dehepcee@image.matters.pro)

Image Matters provides unique FPGA video processing modules to accelerate image transcoding and save time in (post)production, distribution and archiving. Image Matters advanced video boards manipulate multiple video codecs such as JPEG2000, TICO, HEVC and MPEG to provide the highest image quality. Ready for High Frame Rate, High Dynamic Range, Wide Color Gamut and Stereoscopic-3D, Image Matters powerful cost-effective new PCB delivers superior quality and affordable high-end image processing for OEMs.

Image Matters is a member of the Origami Ecosystem, a unique off-the-shelf modular hardware product range and software toolkit delivering customized multi-channel HD, UHD, 4K and 8K products. For more information on Image Matters and its products, go to [image.matters.pro](http://image.matters.pro)



**I-MOVIX**

Avenue Gouverneur Emile Cornez, 7 bte 13  
7000 Mons  
BELGIUM

Phone : + 32-65-32-04-50

[www.i-movix.com](http://www.i-movix.com)

**In attendance at NAB:**

**Laurent Renard, CEO & Founder**  
[lrenard@i-movix.com](mailto:lrenard@i-movix.com)

**Benjamin Lardinoit, Chief Customer Officer**  
[blardinoit@i-movix.com](mailto:blardinoit@i-movix.com)

**John Kop, Sales Manager**  
[jkop@i-movix.com](mailto:jkop@i-movix.com)

**Xiaokun Yang, Sales Manager**  
[xyang@i-movix.com](mailto:xyang@i-movix.com)

**Benoît Bolle, Chief Product Officer**  
[bbolle@i-movix.com](mailto:bbolle@i-movix.com)

**David Schaille, R&D Engineer**  
[dschaille@i-movix.com](mailto:dschaille@i-movix.com)

I-MOVIX ([www.i-movix.com](http://www.i-movix.com)) is the worldwide leader in extreme slow motion for sports broadcast (from 75 to over 5,000 FPS). The company's products are the first true ultra-slow motion systems, fully integrated for broadcast use, offering the unprecedented combination of very high frame rates and instant replay, or continuous streaming. The technology has applications in live sports and other live TV productions, as well as in commercials, documentaries, feature films, and scientific R&D.



**INTOPIX**

**Rue Emile Francqui 9  
1435 Mont-Saint-Guibert  
BELGIUM**

**Phone: + 32 10 23 84 70**

**www.intopix.com**



**In attendance at NAB:**

**Jean-Baptiste Lorent  
Product & Marketing Manager**

**Katty Van Mele  
Director Business Development**

**Gaël Rouvroy  
C.T.O.**

**Catherine Stroobants  
Field Application Engineer**

**Justine Hecq  
Junior Business Developer**

**sales@intopix.com  
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**Ken Wilson  
Regional Sales Representative  
+1 (215) 924 6228  
k.wilson@intopix.com**

Leading expert in professional video compression (JPEG 2000 & TICO Lightweight compression), encryption and video over IP (SMPTE2022, SMPTE2110,...), intoPIX is an innovative technology provider of powerful and flexible FPGA IP-cores (Altera & Xilinx), reference design and software toolkits.

From HD up to UHD 4K/8K, intoPIX JPEG 2000 / TICO solutions are ideal for advanced AV applications, Live Production, D-Cinema, Bayer camera compression, video over IP (1G/10G), VR/AR and high quality storage.



**KENSU**

Rue Bois Saint-Jean 16A  
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BELGIUM

Phone: +32 484 73 60 55

[www.data-fellas.guru](http://www.data-fellas.guru)

In attendance at NAB:

**Pierre-Nicolas SCHWAB**  
Business Developer  
[psn@rtbf.be](mailto:psn@rtbf.be)

**Chloé BONFOND**  
Business Developer  
[chloe.bonfond@thefactory.com](mailto:chloe.bonfond@thefactory.com)

**Xavier TORDOIR**  
CSO / Co Founder  
[xtordoir@kensu.io](mailto:xtordoir@kensu.io)

Kensu (BELGIUM) is specialized in data science and develops recommendation algorithms specially designed for broadcasters' needs.

Three types of algorithms are currently being developed in cooperation with European broadcasters:

- Recommendation algorithms
- Algorithms generating metadata automatically from video, audio and text files
- Algorithms analyzing real-time video and audio consumption patterns

Special attention is dedicated to fighting the filter bubble effect and to promote exploration vs. exploitation.

**KEYWALL**



Rue Destrée, 52  
6001 MARCINELLE  
BELGIUM

Phone: +32 71 600 160

[www.keywall.be](http://www.keywall.be)

In attendance at NAB:

Mr. Thibault BARAS  
General Manager  
[baras@dreamwall.be](mailto:baras@dreamwall.be)

Mr. Michel LOISEAU  
TV Solutions consultant  
[loiseau@dreamwall.be](mailto:loiseau@dreamwall.be)

Mme Isabelle DENIS  
Sales Manager  
[denis@dreamwall.be](mailto:denis@dreamwall.be)

**Sector: Virtual sets – Weather and traffic reports – TV production**

**Activity:**

We are a production company specialized in the virtual business : consulting, design, operations, production and training (inside our own studios or abroad).

From virtual set renting to complete production process, **KeyWall** proposes a variety of audio-visual services, aimed at TV channels and production companies. Organized around real and virtual sets, the company offers weather content with more than 25 weather shows recorded/day and daily produces and live broadcasts traffic reports in virtual sets.

Backed **by DreamWall**, our animation and graphic design studio, **KeyWall** proposes a full production chain, from the design and creation of virtual sets to editing of programs, special effects, 2D/3D animation, post-production and shooting.

**Rue de Mulhouse, 36  
4020 Liège  
BELGIUM**

**Phone : +32 2 412 58 18**

**[www.sonicville.be](http://www.sonicville.be)**

**In attendance at NAB:**

**Pascal Flamme  
CEO  
[pascal@masda.be](mailto:pascal@masda.be)**

Sonicfilm is 100% part of the MASDA group (Music And Sound Design Associates). Sonicfilm is housed in a beautifully restored old milk factory dating from the industrial revolution. Surrounded by our sister companies that specialize in music composition and recording, sound design, creative radio production, postproduction for film, TV, animation, Dolby mix, Foley and just about anything that has to do with recorded sound, we live in a very stimulating and energizing environment indeed.

At Sonicfilm we personalise.

Every production is handled with the greatest care by only one producer who is a veteran in the business and understands the importance of combining technical expertise with perfect client service and smooth communication.

The site in Brussels has 20 fully equipped studios. In a nutshell, these are used for:

- Music recording
- Postproduction sound recording for TV and radio commercials, feature film, animation, documentaries, videogames, theatre, opera, etc..
- Sound design environments both analog and digital (for the geeks only)
- Dolby mix studio
- Dubbing studios
- A wonderful Foley room (for the dreamers)

They are all staffed with a team of hand picked professionals dedicated to making everything sound just right.

## **TICO ALLIANCE**



**Rue Emile Francqui 9  
1435 Mont-Saint-Guibert  
BELGIUM**

**Phone : +32 10 23 84 70**

**[www.tico-alliance.org](http://www.tico-alliance.org)**

**In attendance at NAB:**

**Jean-Baptiste Lorent  
Product & Marketing Manager**

**Katty Van Mele  
Director Business Development**

**Gaël Rouvroy  
C.T.O.  
[info@tico-alliance.org](mailto:info@tico-alliance.org)**

TICO Alliance Members to help grow the UHD TV ecosystem

The consortium is coalition of companies united to set the bar for next generation UHD TV 4K & 8K infrastructure by establishing TICO compression in the new IP-based Live ecosystem. Using the TICO compression and video over IP standards, the group enables the industry to seamlessly update the existing SDI-based workflows to IP and UHD TV 4K without the cost of a complete renewal.

Current members of the TICO Alliance include: Altera, Artel Video Systems, Blackmagic Design, B&M Modern Media, Barnfind, Bluefish444, CESNET Cobalt Digital, Deltacast, Embrionix, EVS Broadcast System, Gefei, Grandbeing, Grass Valley - a Belden brand, Ikegami, Image Matters, Imagine Communications, intoPIX, Keisoku Giken, Leader, Matrox Electronic Systems Ltd., Macnica America Inc., Media Links, NEC, Net Insight, Nevion, Panasonic, Pesa, Poznan Supercomputing & Networking Center (PSNC), Quantum Data, Rhode & Schwarz, Ross Video, Tektronix, Telestream, Video Clarity, Village Island and Xilinx.



**WNM**

**Rue des Chanterelles 380  
4100 Seraing  
BELGIUM**

**Phone: + 32 4 330 38 92**

**www.wnm.be**

**<https://www.linkedin.com/company/wnm>**

**<https://vimeo.com/130299931>**

**<http://www.wnm.be/0129/en/Videos>**

**In attendance at NAB:**

**Gaetan Crenier**

**CEO**

**gaetan@wnm.be**

**Maxime Van Gorp**

**Sales & Marketing Manager**

**maxime@wnm.be**

**WNM** is a Belgian-based audiovisual company.

**WNM** focuses on the sound for multi camera productions, ENG (electronic news gathering), intercommunication systems, analog wireless and digital transmission systems.

**WNM** owns a large fleet of high tech equipment and provides technical assistance and consultancy services to organizers of large events (UEFA, HBS, OBS) such as the Football World Cup, Football European Cup or the Olympic Games.

**WNM** also offers studio engineering services for radio and television, ranging from technical assistance to the acoustic of buildings.

The company also organizes trainings for audiovisual service providers, TV stations and production houses.



# Feel inspired



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*« I fell in  
love with  
Wallonia »*

---

## **Wallonia is full of great assets. Help spread the word !**

You like Wallonia and you want to enhance its global reputation ? Join our network of Wallonia.be Brand Ambassadors !

### **One mission, lots of benefits!**

We want to promote Wallonia and you can help us: share information from our website and social networks, add the Wallonia.be logo and slogan. Feel inspired to your website, blog or email signature, inform us about development opportunities for the Wallonia Region, bring the brand to life by actively taking part in conversations on Facebook, Twitter or LinkedIn and by recruiting other Ambassadors...

In return, you get a chance to:

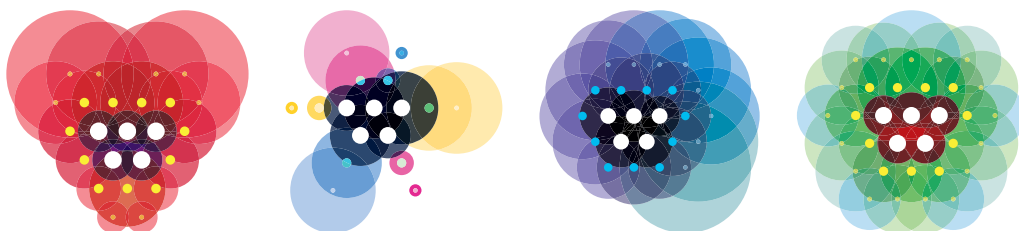
- promote your activities and share your success stories on the Wallonia.be Ambassadors' blog
- expand your network using the private area on the portal
- receive a newsletter about the Region and the Brand Ambassadors' network
- be invited to exclusive events
- use the Wallonia brand logo and benefit from the Region's reputation

### **How to become a Brand Ambassador?**

Complete the online application form on the website (<http://www.wallonia.be/en/ambassadors>). Simply answer three questions and we will let you know if your profile matches the network we want to implement.

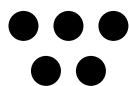
### **Do you want more information?**

Contact : [ambassador@wallonia.be](mailto:ambassador@wallonia.be) !



**Wallonia is open to the world !**

**... with a sense of sharing, accessibility, technical know-how and quality of life**



Wallonia.be

EXPORT  
INVESTMENT

## WALLONIA EXPORT-INVESTMENT AGENCY

### **Foreign Trade**

Place Saintelette 2  
B - 1080 BRUSSELS  
BELGIUM  
Tel.: +32 2 421 82 11  
Fax: +32 2 421 87 87  
E-mail: [mail@awex.be](mailto:mail@awex.be)  
Website: [www.awex.be](http://www.awex.be)

### **Foreign Investment**

Avenue des Dessus de Lives 6  
B - 5101 NAMUR  
BELGIUM  
Tel.: +32 81 33 28 50  
Fax: +32 81 33 28 69  
E-mail: [welcome@investinwallonia.be](mailto:welcome@investinwallonia.be)  
Website: [www.investinwallonia.be](http://www.investinwallonia.be)



Wallonia.be

**Feel inspired**

