

1. Name of the centre / laboratory / office / team

Laboratory for Audio Video technologies

2. Key words (for browsing on on-line catalogue)

Please provide as far as possible key words which best describe activities, research fields, expertise, trainings, projects within the centre / laboratory / office / team

Audio, Video, TV studio, Marketing

3. Please describe the most important results achieved within the centre / laboratory / office / team

Education of the young professionals in the Audio Video technologies which will improve overall quality of the advertisement material created in the South West Serbia, improving SME sector product competitiveness.

Establishing of the modern laboratory for Audi Video technologies will give chance media to be in the touch with latest modern technologies, AV systems and to prepare them for future upgrades and changes and applications of new AV standards. It will give chance to SME to through trainings about importance of investing and developing of higher quality advertisement conquer new markets. And it will give chance students to learn needed skills by developing AV materials for designed SME, and to have first hand experience of the work in media house and advertisement sector.

4. Please describe the most important results achieved within the centre / laboratory / office / team

Training of the staff of regional TV stations in modern technologies,

Support in preparing equipment uupgrade specification for local TV stations.

5. Please describe key personnel within your team

Names, short CV, up to five the most important references

Edis Mekic

Aladin Dazdarevic

Biljana Dumic

6. Please give the list of the most important projects within your centre / laboratory / office / team

International projects (FP7, CIP, TEMPUS, ERASMUS, LLL, COST, EUREKA, etc.) and national projects

7. Please give the list of the most important prototypes/products/services including also concepts, strategies, methodologies

Laboratory for Audio Video technologies provides services to other researchers in the field of presentation of the research result on modern and attractive way.

8. Please give a list of the most important patents or other research valorization means (up to 10)

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9. Please describe the most important resources, equipment, software and test facilities which can be shared with other SMEs or research teams (figures, illustrations, links on web sites for video materials, photos, animations and contact details are welcome)

1. **Data Video SE-900** Modular 8ch SD switcher
2. **Data Video 900-SDI** SDI input board for SE-900 (2 pcs)
3. **Data Video 900-YUV** YUV/YC/CV input board for SE-900 (6 pcs)
4. **Data Video 900-SDI OUT** SDI Output board for SE-900
5. **DataVideo ITC-100** Intercom/talkback system
6. **Black Magic Ultrascope card**
7. **PC for scope**
8. **Sams PM-88 VA2** Matrix video-audio 8in,8out
9. **Sams SDVA-104E** SDI distribution 1x4
10. **Sams VA-812** Video distribution 1x2x8,
11. **Sams AA5-A2** Audio distribution 1x5x2
12. **Sams AD10 AD** converter
13. **Sams RSS10R Swicher** 10x2,composite
14. **Sams VP16 Video** over connecting field
15. **Sams AP24 Audio** over connecting field
16. **Monitor 24' LCD monitor , AV in**
17. **Monitor PGM 32' LCD monitor,AV in**
18. **Monitor multi wiew 42' LCD monitor,AV component in**
19. **70 sqm studio with Chroma key background**

10. Are there some commercial services (e.g. consulting, training seminars) offered at your centre / laboratory / office / team? If yes, please describe which services and for which targeted groups.

Audio Video laboratory can produce high quality Audio Video material for all type of media presentation (HDTV emissions, Short films, Live coverages, On line TV shows...)

Two seminars have been developed in the AV lab for professional TV staff

Linear and Nonlinear Editing

- Linear and Nonlinear Editing – Pros and Cons
- Nonlinear Editing tools – Hardware and Software
- Real life examples of editing in the working TV and Radio environment

Graphic design – 18th and 25th November 2011

- Graphic design as creative process
- History of Graphic design
- Application of graphic design
- Motion design as the the part of graphic design
- Modern tools and use of computers in design process

11. Contact person (head, team leader etc.) of the centre / laboratory / office / team (name, address, tel., fax, e-mail, URL)

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