

More than 20 companies participate in this international meeting, which takes place in Las Vegas from 9 to 12 April

The Spanish audiovisual and entertainment technology industry will be at NAB Show 2018

- **AMETIC will coordinate the Spanish presence in this new edition of the fair, one of the most important in the world, covering the entire value chain, from creation to content consumption.**
- **With the support of ICEX, the Spanish representation will show the latest news from companies like AEQ, Brainstorm, Btesa, Egatel, GSERTEL, ISID, Itelsis, Media Bank, OMB, Ovide, Promax Electronics, Rymasa, Sapec, SGO, SteadyGum, Tedral, Televés, Tredess, TRYO Communications, Vector 3, Velvet Light and VSN. Most of them, with an export percentage higher than 70% of their turnover.**
- **Organized by the National Association of Broadcasters of the United States, the NAB Show will bring together organizations that lead the future of audiovisual and entertainment media.**
- **More than 1,800 exhibitors and 103,000 visitors from 161 countries are expected to participate.**

Madrid, 5th of April 2018.- AMETIC, the employers association of the Spanish technological and digital sector, will coordinate one more year the participation in the NAB Show 2018, to be held in Las Vegas (United States) from 9 to 12 April. The event, organized by the National Association of Broadcasters, brings together more than 1,800 exhibitors, of whom more than 800 come from outside the United States, and will have more than 103,000 attendees from 161 countries, being one of the three international fairs of the sector that manages to attract the most prominent actors in the entire value chain, both in the creation and consumption of content.

In an ecosystem in which digital transformation is affecting production environments, mass distribution of content or devices related to information and entertainment, the Spanish industry provides solutions aligned with the latest trends in the sector, capable of competing at the highest international level on any platform. The most outstanding examples of the participants in NAB Show 2018, including success stories, can be found in a detailed catalog that has been prepared for the occasion available in the [AMETIC microsite](#), as well as in the press release section of the site.

In this new edition of NAB Show will be presented, among others, the latest trends and sector news related to Ultra High Definition in 4K / 8K (including HDR and HFR), augmented or virtual reality, all in an environment in which the end user is offered increasingly personalized solutions and in which, in turn, artificial intelligence, voice recognition or cybersecurity are becoming increasingly significant.

The 2018 edition will be attended by 22 Spanish companies specialized in audiovisual products, services and technologies, among which are AEQ, Brainstorm, Btesa, Egatel, Gsertel, ISID, Itelsis, Media Bank, OMB, Ovide, Promax Electronics, Rymasa, Sapec, SGO, SteadyGum, Tedral, Televés, Tredess, TRYO Communications, Vector 3, Velvet Light and VSN. A good representation of the Spanish know-how that can be visited in the North Hall and the South Hall.

About AMETIC:

AMETIC, Multisectorial Association of Companies of Electronics, Information and Communication Technologies, Telecommunications and Digital Content, leads, at the national level, the business interests of a hypersector as diverse as dynamic, the most innovative -concentrates more than 30% of private investment in R&D and the one with the greatest growth capacity of the Spanish economy. In constant evolution, our associated companies are the great driving force of convergence towards the Digital Economy. AMETIC represents a key sector for employment and competitiveness with a significant impact on national GDP, while offering very positive outsourcing possibilities for other productive sectors. Its transversality derives from the digitalization of all business processes. We represent a group of companies that constitute a real lever of sustainable economic development, that increase the competitiveness of other sectors, that generate quality employment, that increase our export rate and that revalue our country and its industry.

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