IBC 2009 at the RAI in Amsterdam was held from September 9 - 14, 2009... was always going to be an experience of the highest quality. Investment in the new Production Village in Hall 9, for example, allowed exhibitors to target their customers - videographers, film makers and camera enthusiasts - in a way that hadn't been tried before.

A focal point of the village was a fully configured version of JVC's 4k camera, which is capable of producing live ultra high-resolution images. Meanwhile, China's HDAVS exhibited its new DataCamE2HD high-definition broadcast camera (pictured), which combines a double disk recording design with its extended storage medium, E2. With specs that include a 'hanging' card slot and machinery-free mechanism design, it's no surprise Chinese CCTV will be applying the technology at the forthcoming winter Olympics in Canada.

In the conference, too, there was a unique opportunity to study both the ASC and the BSC digital camera tests and question the experts behind them, while a full day was dedicated to developments in stereoscopic 3D - including a session with Steve Schklair, who recently oversaw the production and post production of U2 3D.

In short, IBC2009 exceeded expectations. The twin challenges of the world economic storm and the downturn in the media broadcasting and technology industry were always going to have an impact on attendance at this year's show. But with more than 1,300 exhibitors and 30,708 visitors, the final figure of 45,547 - just percent down on 2008 – illustrates why IBC continues to be so vital for the future of our converging industry.

"We're not just a trade show, but an event where people can see the results of all the hard work in our industry," said Michael Crimp, chief operating officer of IBC. "We call this the IBC content experience."

IBC2010 will be held at the Amsterdam RAI from 9 to 14 September 2010. Visit www.ibc.org for all the latest news.