

PRESS RELEASE

03/04/2014

4EVER

for Enhanced Video Experience

The 4EVER consortium will present their UHDTV and HEVC research at the NAB Show 2014

From 7 to 10 April 2014 / At the Las Vegas Convention Center / North Hall - NAB Labs Futures Park - Booth N1039

The nine partners of the 4EVER project (for Enhanced Video Experience) are funded by the French government with the aim of improving the **video Quality of Experience** thanks to Ultra High Definition television (**UHDTV**) and the High Efficiency Video Coding (**HEVC**) standard. Two demonstrations that leverage these innovative formats will be presented at the 4EVER booth in the NAB Labs Futures Park.

A world Premiere: The integration of HEVC and DASH within an HTML5 browser for UHDTV content

Demonstration 1 combines two new technologies that enable UHDTV at home: DVB-T2 that augments the available terrestrial bandwidth and HEVC that reduces the bitrate required for UHDTV quality (3840x2160 pixels at 60 frames/s).

Demonstration 2 focuses on over-the-top (OTT) video browsing with HTML5, showing how bitrate adaptation can be smoothly handled thanks to HEVC codec and DASH adaptive streaming technology when network conditions cannot offer the bandwidth requested for UHDTV quality.

Thanks to their Premium Video Extensions, **HTML5** browsers can play videos without any plugin. By providing simplicity for customers, HTML5 both increases the Quality of Experience and allows a reduction of infrastructure fragmentation (head-end, protocols, applications, players) thus providing an optimization of platform costs for broadcasters. Its native video profile adaptation (here with DASH) makes HTML5 specifically efficient for multi device OTT services.

After their groundbreaking participation in the 2013 French Open at Roland-Garros where they experimented the first HD end-to-end HEVC live encoding-decoding chain, 4EVER partners have furthered their research. They have been working on improving the **HEVC environment**, hence the NAB demonstration.

Besides improving the HEVC environment and tools, 4EVER partners are also very active in UHDTV format **definition** and **standardization**. They have performed subjective tests on UHDTV encoding and contributed some of the best UHDTV sequences to standardization bodies.

Through its work, 4EVER has proven to be an effective promoter of video Quality of Experience worldwide.

Since December 2013, 4EVER partners are focusing on the next generation of **UHDTV**, also known as **phase2**, aiming at providing once again early sample sequences that will be shared for the benefit of international communities. In their 2014 schedule, they have also planned to perform subjective tests for UHDTV phase2 and to stage new trial events to demonstrate their work on HEVC and UHDTV to global audience.

About 4EVER :

Initiated in 2012, the 4EVER consortium (for Enhanced Video Experience) includes nine industrial and academic French partners with the aim of advancing French research about UHDTV and HEVC. This collaborative project is supported by the French Ministry of Industry, three competitiveness clusters, local authorities and the European Regional Development Fund. For more information about the 4EVER project: www.4ever-project.com



