



Press Release

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The 4EVER-2 French consortium presents its UHD-TV phase 2 innovative demonstrations:

- HDR (High Dynamic Range) on ATSC3.0;
- HFR (High Frame Rate) real-time end-to-end.

The 4EVER-2 consortium presents its UHD-TV HDR and HFR innovative work at the NAB Show

From 18 to 21 April 2016 / At the Las Vegas Convention Center / South Upper Hall - NAB Labs Futures Park - Booth SU17010

Sponsored by the French government, the 4EVER-2 project (For Enhanced Video Experience) strives to improve the **Video Quality of Experience** thanks to Ultra High Definition television (**UHD-TV**) phase 2 technologies. Two demonstrations that assess this new format will be presented at the 4EVER-2 booth in the **NAB Labs Futures Park (SU17010)**.

Combined at the same booth: HDR on ATSC3.0 and HFR real-time end-to-end

Demonstration 1 combines two new technologies that enable the best quality of UHD-TV in the home: High Dynamic Range (**HDR**), that improves immersion with finer details and better contrast, and the brand new standard **ATSC3.0**, that optimizes the available terrestrial bandwidth.

Demonstration 2 focuses on High Frame Rate (**HFR**) technology, for the first time ever on a **real-time** end-to-end chain over IPTV. Here, you will see how HFR significantly improves the visual quality of high-motion pictures - especially for sport content – with hardly any impact on the required bitrate.

Following their success in the former 4EVER project (June 2012 - June 2015) that proved UHD-TV technologies and the HEVC standard to be the technologies allowing an improvement to video quality perception, the 4EVER-2 partners have been working since June 2015 on UHD-TV phase 2 technologies for TV content. The main objective of 4EVER-2 is to identify, experiment with and evaluate technologies that enhance the live production and transmission of TV signals, with a significant improvement in Quality of Experience in comparison with standard services, and with a controlled impact on the end-to-end technical chain.

Between June 2015 and May 2017, the nine 4EVER-2 partners (Orange, AMPVisualTV, ATEME, France Televisions, Globecast, Highlands Technologies Solutions, INSA, TeamCast, Telecom ParisTech) will collaborate with major industrial manufacturers to evaluate their technologies and demonstrate live operations on premium sports and cultural events. They also intend to continue contributing to standardization bodies and international forums working on Ultra High Definition, as well as to share their visual assessment results and live trial results with these communities.

About 4EVER-2 (for Enhanced Video Experience)

Initiated in June 2015 as a direct extension to the former 4EVER collaborative project, the 4EVER-2 consortium includes nine industrial and academic French partners with the aim of advancing French research about UHD-TV technologies, experimentations, evaluations and standardization. This collaborative project is supported by the French Ministry of Industry, and Paris and Brittany local authorities. For more information about the 4EVER-2 project: www.4ever2.com

