



PRESS RELEASE

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The 4EVER-2 French consortium received the 2016 NAB Technology Innovation Award for its UHD-TV HDR and HFR innovative work.

THE 4EVER-2 CONSORTIUM RECEIVED THE 2016 NAB TECHNOLOGY INNOVATION AWARD AT THE NAB SHOW WEDNESDAY APRIL 20TH, 2016

While presenting its UHD-TV HDR (**High Dynamic Range**) and HFR (**High Frame Rate**) demonstrations at the NAB Show, the 4EVER-2 consortium has been rewarded for its achievements in the improvement of the video Quality of Experience with its research and work in UHD-TV phase 2.

The French consortium exhibits two demonstrations at the NAB Show 2016 from April 18th until April 21st, illustrating the reality of three UHD-TV aspects: spatial definition (**4K**), contrast and detail levels (**High Dynamic Range, HDR**) and motion rendering (**High Frame Rate, HFR**). The brand new **ATSC3.0** standard is used for delivering the HDR version, while HFR is encoded real-time with **HEVC** technology on an end-to-end live chain over IPTV.

NAB presents the Technology Innovation Award to organizations that have made a significant contribution to broadcasting and that bring advanced technology exhibits and demonstrations to the NAB Show. The 4EVER-2 consortium received this award this year for *“Demonstrating Important Benefits and Features of Ultra High Definition Television over Different Types of Networks”*.

As a direct extension to the successful 4EVER project (June 2012-June2015), 4EVER-2 started in June 2015 with nine partners (Orange, AMPVisualTV, ATEME, France Televisions, Globecast, Highlands Technologies Solutions, INSA, TeamCast, Telecom ParisTech). After their first accomplishments in High Frame Rate evaluations and High Dynamic Range live production, they will continue collaborating 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 around 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.4ever-2.com

