



Press release

02/09/2016

## 4EVER-2 consortium presents its research results in UHD-TV phase 2

9 - 13 September 2016 / "RAI Amsterdam" Convention Center / Future Zone – Hall 8 – Stand 8.F24

4EVER-2 partners continue their studies on UHD-TV phase 2 and will present their last research results at IBC 2016. The aim is to improve audiovisual quality, as well as prove that these technologies are realistic.

### Proving Ultra High Definition phase 2 TV benefits

No less than 3 demonstrations will be presented:

- **More fluid motion:** HFR (High Frame Rate) technology prevents jerkiness or blurriness in case of high motion contents, such as sport contents. HFR technology benefits will be demonstrated on 2016 LG 4K OLED TV, through several format combinations: 4K-HFR and HD-HDR-HFR.
- **More realistic contrast:** HDR (High Dynamic Range) allows a more natural rendering of contents, especially in high and/or low luminance scenes. A live HDR production will be set-up with Sony Professional Solutions HDC-4300 Live System, in an OB van exhibited outside of the halls (outdoor VIDELIO MEDIA stand 0.E02), broadcasting live continuously to the 4EVER-2 stand.
- **More immersive sound:** NextGen Audio (binaural and object-based sound) allows a complete immersive experience. Paired to UHD-TV phase 2 technologies, it allows to reach an optimal Quality of Experience.

Live feed and sequences recorded by 4EVER-2 partners on recent premium TV events, will be broadcasted by HEVC/DVB-T2 and HEVC/DVB-S2 chains.

The 4EVER-2 goal is to define and evaluate UHD-TV phase 2 technology, live and from end-to-end, in order to provide the best quality of experience. Paired with binaural spatial sound, UHD-TV phase 2 now offers the highest quality of experience achievable today.

### A collaborative project

4EVER-2 is a French collaborative project of nine academic and industrial partners: Orange, AMP Visual TV, ATEME, France Télévisions, GlobeCast, Highlands Technologies Solutions, INSA Rennes, TeamCast and Télécom ParisTech. 4EVER-2 has also established collaborations with international public and industrial research centres and with numerous suppliers of TV production equipment and display manufacturers.

Started in June 2015, this project follows 4EVER (June 2012 - June 2015), which successfully demonstrated that the technologies of UHD-TV and the HEVC standard allowed a significant improvement in the perception of video quality. The main objective of 4EVER-2 is to identify, test and evaluate technologies for live production and transmission to clearly improve the user experience compared to standard services while controlling their impact on the technical chain, end-to-end.

More information on the project: [www.4ever-2.com](http://www.4ever-2.com)

Press contact: Thomas Dufermont, [t.dufermont@ateme.com](mailto:t.dufermont@ateme.com), +33 360 743 395

