

4KHDR SUMMIT

MÁLAGA 7-9 NOV 2018

WHERE TECH *MEETS CONTENTS.*
AND CONTENTS *MEET TECH.*

DEMOS



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MORE THAN 20 DEMOS

On November 7, 8 and 9, 4KSummit 2018 attendees will enjoy a Demo Area where national and international companies will present the latest in 4K-HDR content and devices.



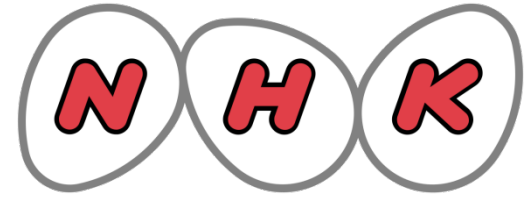
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4K Productions

The BBC will present its latest Blue Planet II 4K-HDR productions at the 4KSummit 2018 Demo Area.

Blue Planet II is a series of wildlife documentaries presented by David Attenborough, revealing new worlds and animal behavior across the planet's oceans.



8K Productions

NHK (Japan Broadcasting Corporation) will present its latest 8K productions, including the first 8K production in Antarctica.

These productions have been recorded in 8K, although they are reproduced in 4K.



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NASA live in 4K

Ultra HD Forum will show NASA's 4K channel live at the 4K Summit 2018 Demo Area, with live images from the International Space Station, Mars Robotic lander, Hubble Telescope, and U.S. Space Agency (NASA) satellites.

Sports Gymnastics in 4K HFR 100p

Cellnex will be in charge of transmitting live contents 4K HFR 100p, the most innovative production made by RTVE of Gymnastics athletes

Murillo and El Quijote in 4K

RTVE will present the legendary series "El Quijote" (1992), - directed by Manuel Gutiérrez Aragón, and starring Fernando Rey and Alfredo Landa - which has been remastered at 4K HDR by Televisión Española. We will also be the first to enjoy the first images of the documentary about Murillo that TVE has just produced at 4K HDR.



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4K Ronda Enganches

Axión and RTVA will show images of the horse hitches in Ronda in 4K thanks to the images of the first live transmission experience made in Andalusia..



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4K Summit Live Broadcast

Hispasat will broadcast live the 4K Summit conference sessions through Hispasat's 4K channel on a monitor located in the Demo Area.

Major Sports Events in 4K

ATEME will show on its monitor some of the most important sporting events of this year that have taken place in 4K: Roland Garros and the European Championships.



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New Hurí Televisión 4K HDR Mobile Unit

4K Summit attendees will enter for the first time into a 4K HDR Mobile Unit that will premiere Hurí4K at the 4K Summit and see how it works live.



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SAMSUNG

8K arrives in Spain

For the first time in Spain, 4K Summit attendees will enjoy the experience of viewing 8K images on a Samsung QLED 8K TV.

Movistar+ series, movies and sports at 4KSummit

Movistar will present a mix of clips from films such as Jumanji, Spiderman Homecoming, etc. It will also show the channels Movistar+ Formula 1 UHD and Movistar+ Partidazo UHD.

In the original Movistar+ Series section, Movistar will present "Velvet Colección", "Mira lo que hayas hecho", "La zona" and "El día de mañana".

MPEG-H Audio

The TV audio system for personalized and immersive sound

MPEG-H Audio is the next-generation audio system (NGA) developed by MPEG to deliver immersive, personalized sound.

Designed for broadcast, streaming and VR/AR applications, it allows viewers to adjust the sound mix to their preferences.

Fraunhofer IIS will demonstrate the advanced features of MPEG-H Audio using various decoders and mobile devices. Efficient delivery of multiple languages as well as advanced interactivity and customization options will be showed.

Editing 4K video in a virtualized environment

Huawei will present at the 4KSummit, its virtualization solution for video editing 4K in a remote environment.

For this purpose, a model will be available that basically consists of a virtualization server and a thin client from which 4K content can be edited remotely. This solution saves on infrastructure and allows 4K files to be remotely edited in a totally controlled and secure environment.



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WORKSHOPS

On 7, 8 and 9 November, 4KSummit 2018 attendees will be able to enjoy 4 free workshops offered by companies such as Sony, Dolby, Rohde & Schwarz and Nokia, where they will share theoretical and practical knowledge and show new solutions on 4K and HDR.



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Instant HDR across the entire range

Sony, with the collaboration of Provideo Sevilla, will show attendees why HDR can be done in small and large productions (events, short films, documentaries, social reports, etc.), what HDR is in video, HDR standards and types, creative advantages of HDR for the client, teams with whom to work HDR, from cameras to televisions and also give their view on the evolution of HDR in the world and in Spain.



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SONY Product Novelties

- New HDC-3500 studio camera chain, the world's first with 3 CMOS 2/3" 4K Global Shutter sensors.
- Monitors for 4K HDR, models BVM-X300 and PVM-X550.
- Camcorders: PXW-FS5M2 and PXW-Z280, recently released.

Optimized workflow in HDR

The company Dolby Laboratories, in collaboration with FilmLight, will provide attendees with a color grading system, which will explain in detail the workflow optimized in HDR Dolby Vision and will show the utilities for obtaining other qualities from the master Dolby Vision such as HDR10 and SDR.

Pioneering solutions in 4K and HDR

- Clipster : the ultimate tool for 4K mastering, HDR, IMF...Powerful tool to edit any type of multimedia content in any resolution and get a product that meets the highest quality standards.
- TLU9GF transmitter. The revolution of the gap filler concept through adaptive dynamic scenario correction.
- Prision: Multiviewer & audio/video monitoring solution.

4K Video for Tablet with DRM on the fly

Video delivery service for Tablet, using adaptive streaming, very high resolution content and implementing real-time encryption.

Nokia IPTV Platform (MiViewTV)

Nokia will display user profiles and groups on Nokia's IPTV platform (MiViewTV)

New features added to the current MiViewTV platform linked with per-user customization will be shown.

360 video about the STB

In this demo it is proposed to show a 360° format video from the MiViewTV decoder.

The user could navigate the video with the remote control in a similar way to other video platforms.

STB connected via mobile network

This demo will show the MiViewTV decoder connected only via mobile network.

Virtual Reality Transmission

This demo will show the transmission of a virtual reality scenario over a Wi-Fi or 5G network.

The user will interact with a virtual stage and their interactions will affect the virtual stage, so there will be a complete sensation of immersion.



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16K Video

This demo will show a video recorded in 16K.

5G video transmission via MEC

This demo will show how it is possible to broadcast High Definition video over mobile networks (5G) using Multi-Access Edge Computing.

OTHER DEMO



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