

# **4KHDR** **SUMMIT**

**NOVEMBER 6-7-8 · 2019**

**MÁLAGA**

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

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**DEMO AREA  
CATALOGUE**

On **November 6, 7 and 8**, 4K-HDR Summit 2019 attendees will enjoy a demonstration area where national and international companies will present the latest in 4K-HDR and **8K** content and devices.

## The most spectacular images in the world.

In the Demo Area of the 4K-HDR Summit NASA will show for the first time amazing scenes in 8K from and from the International Space Station (ISS), including:

- Images of the Space Station expeditions or crews 58, 59 and 60.
- Preparation for a spacewalk at the pressurization lock.
- Space walk.
- Moonset.
- Sweet colors floating on a transparent ball.
- Astronaut Christina Koch working with the Veggie experiment.
- Astronauts doing pirouettes.
- Russian space walk.
- Sunrise.



## Nokia's newest projects I

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### Automatic detection of advertising content on television channels using artificial intelligence.

In this demonstration Nokia will show a technology for the detection of advertising spaces in television channels. This technology uses artificial intelligence mechanisms to detect advertisements without a previous training of the advertisements to be sent. The applications are multiple, from saving space in recordings to the replacement of some ads by others.



## Nokia's newest projects II

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### Optimized encoding of 4K content.

In this demonstration we will see Nokia's proprietary "Conditional Encoding" technology that allows us to optimize the encoding of the video sent over the Internet, obtaining savings of 30% while maintaining the objective quality of the encoding. For this purpose, advanced techniques of "Content Aware Encoding" technology combined with the use of Artificial Intelligence are used.



## Nokia's newest projects I I I

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### AndroidTV decoder with multi-network access capability.

The advent of 5G technology will allow bandwidths and latencies in radio access similar to current fiber accesses. This will make possible the implementation of high quality video services under different types of network access.

Nokia's multi-network video service solution allows the same device to be used in different environments, with different types of network access and video transport technologies, allowing the mobility of the service wherever the user is in a transparent way for the same.



**4K HDR  
SUMMIT**

**AJA**

**AJA**<sup>®</sup>  
VIDEO SYSTEMS



## AJA and its innovative solutions: Image Analyzer HDR, FS-HDR and Ki Pro Ultra Plus

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AJA will showcase its most popular solutions for HDR workflows, including the **FS-HDR**, **HDR Image Analyzer** and the recently announced **HDR Image Analyzer 12G**.

**FS-HDR** is a universal 1RU rackmount/frame synchronization converter designed to meet the High Dynamic Range (HDR) and Wide Color Gamut (WCG) needs of broadcast, OTT, production, post-production and live AV environments where low latency processing and real-time color fidelity is required for 4K/UltraHD/2K/HD workflows.

**HDR Image Analyzer**, now also available with 12G-SDI connectivity through **HDR Image Analyzer 12G**, provides a complete set of HDR monitoring and analysis tools compatible with the latest HDR standards, including HLG, PQ and Rec.2020, in a convenient real-time 1RU device.



## Appear: disruptive architecture for Broadcasters

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Appear will present a live demonstration of an ultra-low latency 4K/UHD contribution link based on its X10/X20 chassis.

Broadcasters will be presented with Appear's disruptive architecture, which sets a new market standard in terms of flexibility and functionality, multicodec and encapsulation standards, density, power consumption and actual SW upgradeability.

Appear will be happy to answer any questions and share its expertise in terms of 4k encoding, SDI encapsulation over IP, SMPTE 2110 and 2022, and multiplexing of a satellite modulation.



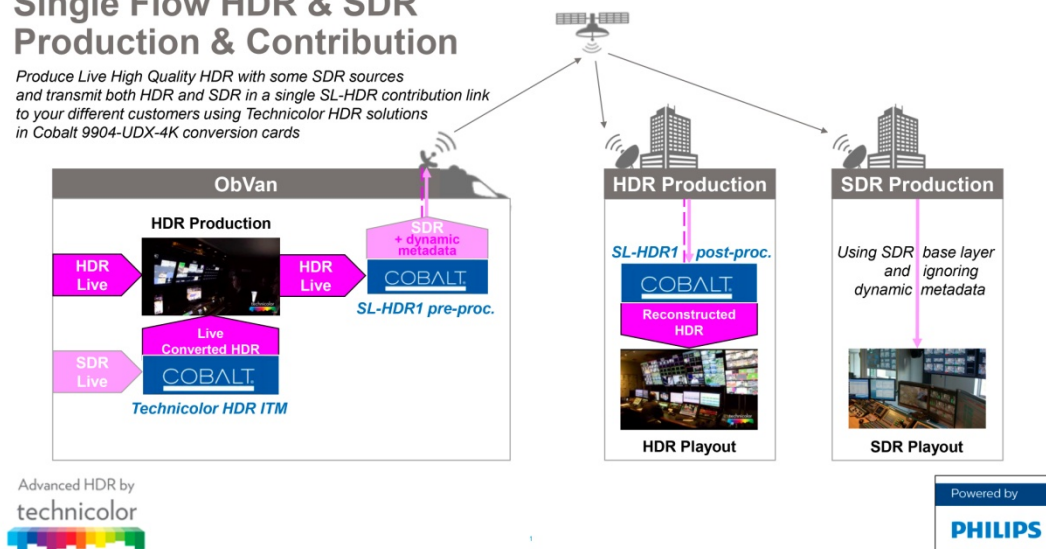
## Philips : Production and contribution of single stream HDR and SDR

With Philips we will experience how Technicolor's dynamic HDR solutions can help optimize production and distribution workflows for DHD and DEG in terms of quality and cost.

We will see a live demonstration of SDR and HDR production and distribution - developed jointly with Technicolor - with Advanced HDR implemented on Cobalt 9904-UDX cards.

### Single Flow HDR & SDR Production & Contribution

*Produce Live High Quality HDR with some SDR sources and transmit both HDR and SDR in a single SL-HDR contribution link to your different customers using Technicolor HDR solutions in Cobalt 9904-UDX-4K conversion cards*



## 4K Summit Live Broadcast

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Hispasat will broadcast live the 4KSummit conference sessions through Hispasat's 4K channel on TV located in the Demo Area.



## Hurí Televisión 4K HDR Mobile Unit

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4KSummit attendees will be able to enter a 4K HDR Mobile Unit and see how it works live.



## Ateme and its future solutions for the industry

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Ateme bets on innovation in its first Demo: **8K coding** with the new VVC codec and all HDR formats.

In its second Demo we will see **Titan Edge** a modular software solution for low latency decoding contribution in 4K.





# Wild Stories



## The beauty of wildlife in 4K

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Wild Stories bring us two complete and spectacular nature series in 4K with 13 episodes of one hour each:

**Wildhunters**, a series sold to the prestigious **National Geographic**, is a spectacular journey around the world in search of nature's deadliest predators. An impressive 4K close-up of the fierce everyday life in nature.

**Wild Latam**, an extraordinary journey to the wonders of this legendary continent with the Gila monster in the Sonora Mexico desert, the killer whales of Tierra de Fuego in Argentina or the mythical condor of the Andes in Peru.



# Axion and its study case with Canal Sur: HbbTV PLATFORM with 4K contents

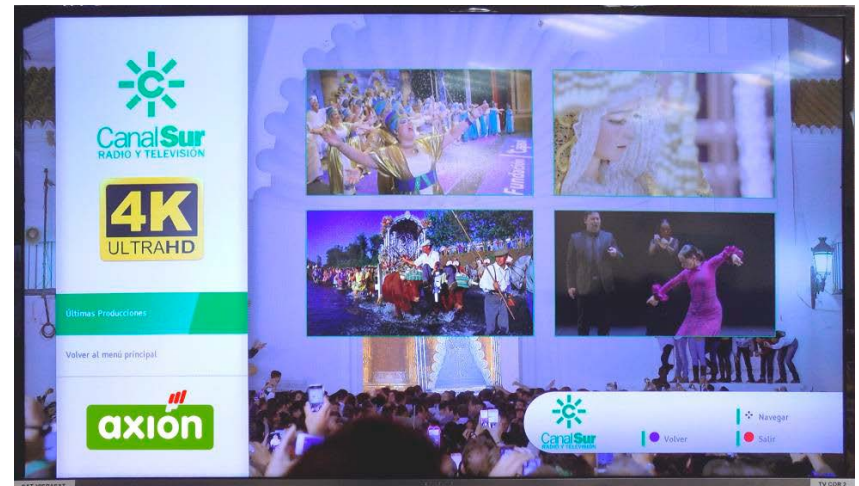
Axion provides HbbTV (Hybrid Broadcast Broadband TV) service to RTVA on all its DTT channels. The objective is the realization of quality transmissions of varied multimedia contents with simple and manageable search systems.

HbbTV is a customized portal according to the client's design requirements with access to television and radio program contents. It includes live the accessible RTVA channel, access to Flamenco Radio's discography and a 4K content section.

HbbTV combines television broadcasts with broadband services that provide the viewer with a television service and Web content via broadband.

HbbTV offers new services such as:

- o Recovery of TV programs Video on demand (VoD)
- o Interactive advertising
- o Personalized information on the TV
- o Voting
- o Games
- o Interactive applications
- o Web browsing
- o Social networks, etc.
- o As well as services related to the programme itself, such as Teletext and the Electronic Program Guide (EPG).



## Eutelsat: connecting the world through content

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Eutelsat will show a sample of 4k-UHD content from its channels, or that has contributed to occasional broadcasts.

We will see content from ARTE-UHD, Fashion TV UHD, The Explorers, Korean broadcasters through RAPA (KBS, SBS, ....), Myzen 4k, Museum 4k, 4k HERITAGE, Travelxp 4k, NASA UHD (Harmonic) Love Nature 4k, RAI 4k, among others.

The contents emitted by Eutelsat reach up to 150 countries in Europe, Africa, Middle East, Asia and America.



## Travel XP: the world's leading 4K-HDR travel channel

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Exotic destinations, other cultures, gastronomy, adventure...

Travelxp 4K HDR, the world's first 4K-HDR channel, will feature 100% original premium travel content in 10-bit, 50p and REC2020 color space in Demo Area.

Filmed in more than 50 countries, located in more than 15 languages, Travelxp is distributed in more than 40 countries on the five continents.

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