

**4KHDR
SUMMIT**

**METaverse
PRESENTATIONS
& LIVE DEMOS**

NOVEMBER 14th & 15th 2022

MÁLAGA

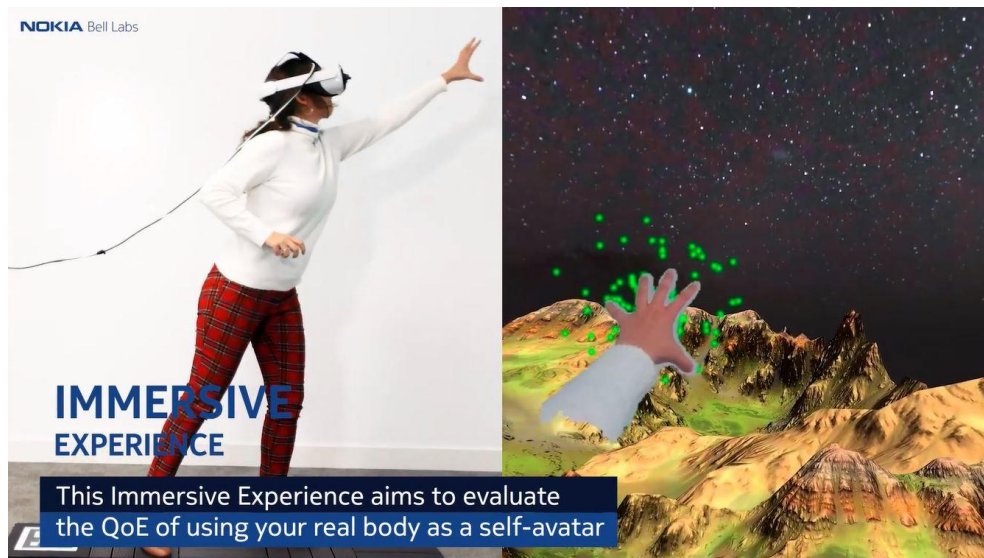
DAY 1&2 14th & 15th November

📍 NATIONAL POLE OF DIGITAL CONTENT

VOLCANO

Volcano uses an artificial intelligence algorithm executed in real time on the network that demonstrates the importance of the body itself in immersive experiences.

Demo users will have to walk on top of a dangerous erupting volcano. They will have to control where they are stepping since they can see their own body.



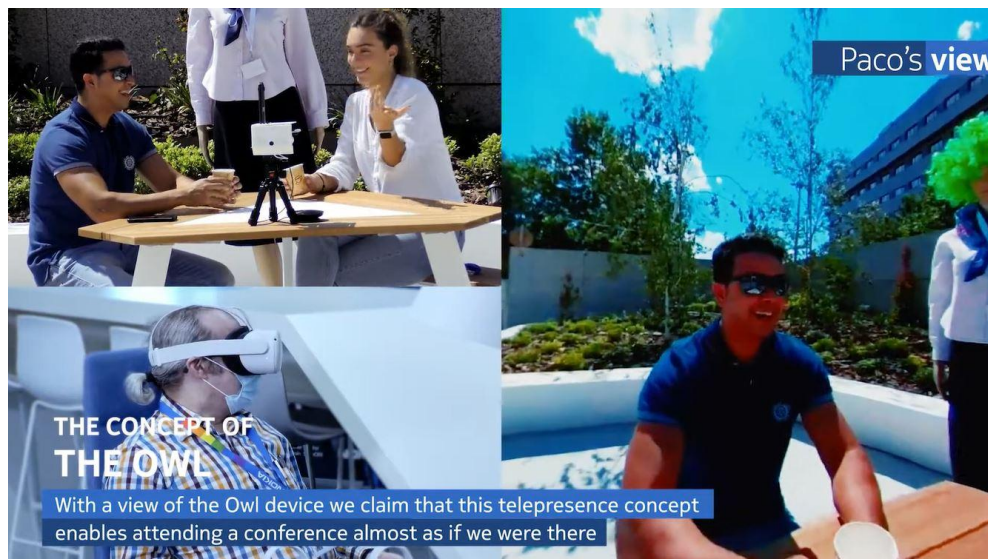
NOKIA

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📍 NATIONAL POLE OF DIGITAL CONTENT

The Owl

This immersive telepresence application allows participants to feel teleported to another place (in this case nearby) and interact with the people present there.



NOKIA

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 NATIONAL POLE OF DIGITAL CONTENT

Wanted

It is an artificial intelligence system that allows you to increase immersive experiences with information extracted from the real world. In this case it is the search for people through facial images

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NOKIA



DAY 1&2 14th & 15th November

 NATIONAL POLE OF DIGITAL CONTENT

Perkins, the dog that will surprise everyone

Research on remote control vehicles has crossed borders and has reached the animal kingdom.

Perkins is the new revolution carried out by Nokia. Its behavior is practically identical to that of a real dog and it is even capable of supporting its weight on its front legs.



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NOKIA

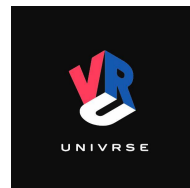
DAY 1&2 14th & 15th November

 NATIONAL POLE OF DIGITAL CONTENT

The dreams

Lavinia will offer all its participants and the general public the chance to enjoy an immersive experience for about 20 minutes.

In the company of other traveling companions, individuals/avatars, will go up in elevators, travel in trains and get lost in virtual labyrinths in an experience developed on the concept of “The Dreams”.



Lavinia;

DAY 1&2 14th & 15th November

📍 NATIONAL POLE OF DIGITAL CONTENT

Oculus, the 'reality headsets'

Vodafone's Metaverse is a super aggregation platform that allows the operator to have all its content, and that of third parties, ingested in a virtual world. This completely personalized metaverse according to Vodafone's preferences, allows users to immerse themselves in different thematic rooms to access content such as Gaming, Adventure, Relax, Concerts, Cinema... where they can interact, communicate and work together with other users.



DAY 1&2 14th & 15th November

📍 ANTESALA OFFICE

Bimfloat App

This is a novel augmented reality application for professionals. Its 3D viewer allows you to view any type of three-dimensional model in its context. The occlusion option allows you to scan the existing space in real time and overlay it with the selected 3D elements.

It also has the possibility of delimiting horizontal surfaces to change the material of floors and countertops.

XR AND
METAVERSE
DIGITAL
COWORKING

LA
BRÚJULA



**4KHDR
SUMMIT**

UHD HDR NETWORKING & DEMOS

NOVEMBER 14th 2022

MÁLAGA

DAY 1 14th November

 HALL PRINCIPAL

UHD Spain broadcast in UHD HDR by DTT

Those attending the 4K HDR Summit will be able to enjoy unpublished images provided by LaLiga, the film 'El Abuelo', or documentaries of the Cádiz Carnival, the Holy Week in seville and 'El Rocío', among others.



DAY 1 14th November

 HALL PRINCIPAL

Medina Media UHD

Content in Ultra High Definition from
UHD Spain.



DAY 1 14th November

 HALL PRINCIPAL

Canal Sur Más

On-demand content platform. First OTT of a regional public television that values the audiovisual archive generated over the last 30 years and offers the digital repository of the creators of the Andalusian audiovisual sector, also with 4K content.

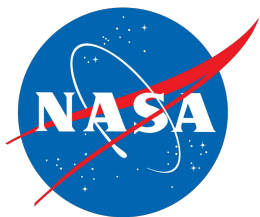


DAY 1

14th November

 NATIONAL POLE OF DIGITAL CONTENT**Live Transmissions**

The National Aeronautics and Space Administration (NASA) will hold a projection of 4K and 8K images related to space.



DAY 1

14th November

 **HALL PRINCIPAL**

Captive your Audience

Mickaël Raulet, Chief Technology Officer at Ateame, will present a demo highlighting the strength of Ateame's pristine video quality solutions using the latest-generation codec VVC (Versatile Video Coding) demonstrating all UHD capabilities including HDR and HFR. Ateame's award-winning end-to-end product line offers best-in-class video solutions, no matter what your content (film, sports, documentaries etc.).



DAY 1

14th November

 HALL PRINCIPAL

Immersive Audio

Fraunhofer IIS will demonstrate MPEG-H Audio for DVB-T2 live broadcast. The demo features a commercial set-top-box from VBox and an ATEME TITAN Live encoder.

This demo highlights the capabilities of the MPEG-H Audio system, which is already part of UHD services around the world.



Fraunhofer

DAY 1 14th November



4K UHD Unidad Móvil

It will show what a 4K UHD mobile audiovisual unit looks like.



DAY 1

14th November

 **HALL PRINCIPAL****4K Workflow**

4K Workflow. From the signal reception until it reaches the television.


sapec

DAY 1

14th November

 **HALL PRINCIPAL**

MediaKind Engage

Launch Direct to Consumers services that delight your consumers.

AI powered HD to UHD upscaling in the Cloud for broadcasters and direct to consumer services.



DAY 1

14th November

📍 ANTESALA OFFICE

8K TV

Presence of the only 8K television of the event.



Neo QLED 8K

DAY 1

14th November

📍 ANTESALA OFFICE

Cooking Virtual Reality

Representation of a real physical space: The reception of the Digital Content Pole and the Tabacalera de Málaga.

Within this metaverse, those interested will be able to see all the practical applications that this technology has for almost any sector, from engineering and medicine, to the leisure and entertainment sector.



DAY 1

14th November

 **ANTESALA OFFICE**

La Palma Volcano

There will be a projection of 4K images related to the eruption of the La Palma volcano that took place on September 19th, 2021.



DAY 1

14th November

 ANTESALA OFFICE

EARTH INVENTORY

Projection of images in 4K of the trips around the world in which the team of The Explorers is cataloging the natural species with which they come across.

