

**4KHDR
SUMMIT**

**DOSSIER
DEMOS**

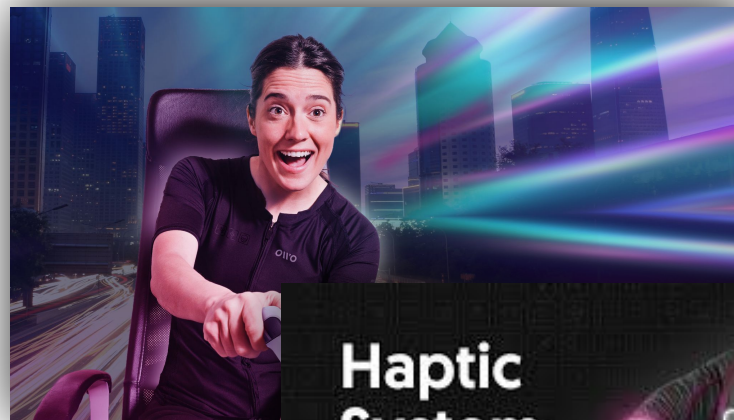
NOVEMBER 13th & 14th 2023

MÁLAGA

OWO Haptic Gaming System



You will be able to try haptic technology applied to entertainment and turn the virtual world into reality through different physical sensations. OWO has developed a haptic system for you to feel video games, becoming one with your avatar, being the main character of your favorite game or interacting with friends. You will no longer only play with the senses of vision and hearing, but also with touch. It is designed for both single player and multiplayer, online or alone and is a wireless system compatible with any device: Consoles, PC computers, VR systems, cell phones, tablets...



Haptic System

by **owo**



owo

Video: <https://youtu.be/s0qVvITLeYE?si=gjopcJIRqvs9GGH9>

4K UHD Unidad Móvil



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



huri

8K TV

 ANTESALA OFFICE

Presence of the only 8K television of the event.

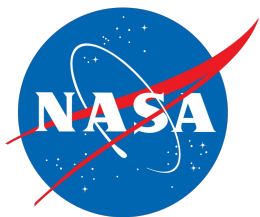
SAMSUNG Neo QLED 8K



Live Transmissions

 NATIONAL POLE OF DIGITAL CONTENT

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



Ateme

 HALL PRINCIPAL

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



ATEME
Captive your audience

UHD Spain: Piloto 5G

HALL PRINCIPAL

This is a pioneering test that covers the entire chain from capture, production and distribution of UHD content including production in the cloud and transmission in 5G Broadcast.



UHD  SPAIN

Canal Sur Más

HALL PRINCIPAL

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.



The New Tech Observatory



This platform was born with the vocation of bringing to the user any event of great relevance in the tech field. It allows to connect with technology professionals. The user will be able to enjoy hundreds of conferences explained by first level experts in different subjects, with whom the user will be able to contact and implement networking actions.



The screenshot shows the website interface for the 4K HDR Summit. At the top, it says "EL OBSERVATORIO". Below that is a banner for the "IX Edición 4K HDR SUMMIT" held from "13-16 Noviembre, 2023" at "www.4ksummit.com". A navigation menu includes "HOME", "NETWORKING", "DEMOS", "AGENDA", and "LIBRARY". On the right, there are links for "MI AGENDA", "MENSAJES", and "AYUDA". Below the banner, there is a section titled "Home 4K Summit" with a subtitle "DONDE LA TECNOLOGÍA Y LOS CONTENIDOS TIENEN TIEMPO DE HABLAR" and a note about audio playback. A "Change Language" button is also present. The main content area is titled "NETWORKING: 845 profesionales con los que conectar" with a "Ver todos" link. Below this, there is a carousel of professional profiles, each with a circular profile picture and name: Yannick Dumartineix (Radio Télévision Suisse), Juan Luis Santos (Wild Stories), Norbert Paquet (Sony), Rubén Mellado (Telefónica), Yeray Alfageme (Optiva Media), and Nuno Duarte (OBS).

MediaKind

 HALL PRINCIPAL

Broadcast Headend in the Cloud - How MediaKind can enable to launch Live, Event and Disaster Recovery Broadcast channels in public and private cloud.

Ultra Low Latency streaming from 4K HDR Summit - How MediaKind can enable sub three second end to end streaming with a Live demonstration from the Summit.



Immersive Audio

 HALL PRINCIPAL

They will show two use cases in collaboration with two members of the UHD Spain Association (Ateme and Sapec).



Fraunhofer
IIS

XC&R

HALL PRINCIPAL

They will show on a TV the interior of one of their environments in real time and will alternate with a video montage with fragments of some events they have done and content they generate in metaverse for brands. There will also be virtual reality glasses in case someone wants to visit the environment/experience shown on screen in an immersive way.



SAPEC

 HALL PRINCIPAL

Demonstration of a low delay point-to-point UHD-HDR contribution link with our Sivac-ONE codec family. Equipment for contribution and distribution of UHD-HDR video in HEVC with very low latency, ultra low power consumption and high density. Sivac-ONE was used to receive the contributions and generate the broadcast signal in Spain during the World Cup Qatar 2022 for men and Australia 2023 for women, and the World Athletics Budapest 2023 for broadcasting.





