

DOSSIER DEMOS

NOVEMBER 11-14 2025

SEVILLA - SEVILLA TECHPARK

4K AND HDR CONTENT

4K HDR Images from 12th October -National Day
2025



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.



Delivering immersive live sports experiences

Immersive experience in Apple Vision Pro: the ability to stream the highest stereoscopic resolution live is a game changer for sports and live events

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Elecard Boro

Elecard Boro is a powerful software solution for real-time monitoring and analysis of UDP, RTP, HTTP, HLS, DASH, SRT, and RTMP streams. It ensures full visibility into your network performance with detailed QoS and QoE metrics, instant alerts, and centralized access to analytics and reports.

Stay in control of your broadcast quality — detect issues early, maintain service reliability, and deliver the best viewing experience with Elecard Boro.



New Products, New Workflows for IP

IP, HDR, and cloud workflows are advancing at a breakneck pace, introducing new challenges for engineering teams and creatives as they delve deeper into these technologies. They will provide a closer look at how modern innovations in IP video, color management, conversion, and the cloud are shaping the future of the media and entertainment industry.



Broadcast Smarter: Live Gen AI bandwidth optimization

Experience Small Pixels' Gen AI in action: real-time video preprocessing that enhances image quality and reduces bitrate up to 50%—without changing your codec or infrastructure. See how broadcasters can stream sharper, smoother content while cutting distribution costs.



smallpixels
SMALL YET BEAUTIFUL

AICOX

VIVID, the new UHD experience

Enhance the audiovisual experience like never before - on every device. Coming soon to Europe !



UHD World
Association



UWA UHD World Association

AUDIO & HDR Vivid

More colors. More brightness. Absolute sound.
Experience the ultimate UHD adventure!
Coming soon to Europe

SDR

HDR Vivid

info@theuwa.com
<https://uhd-world-association.com/>

The HOME Advantage in Real-World DMF Deployment

Lawo's HOME management platform can underpin a fully dynamic facility. With broadcasters under pressure to do more with less, the conversation will centre on leveraging HOME for resource orchestration, device discovery, security, and configuration at scale



European LED manufacturing for 4K/8K Spanish

UHD Finepix MATIX AlfaCOB. ISE'25 Award
Winning Bet Technology



“UHD Ready” measurement and monitoring

GSERTEL, a leader in broadcast signal measurement and monitoring solutions, will present its Hexylon portable analyzer and RCS monitoring probes. These powerful tools enable comprehensive and accurate evaluation of TV and radio signals, including support for UHD and 5G Broadcast signals. Their intuitive design and multi-standard support make them indispensable allies for comprehensive signal quality analysis in any scenario.



GSERTEL

Optimizing Video Quality for UHD Delivery with the Live VQ Agent

In this demo, we highlight recent advances in real-time video quality measurement, allowing users to easily track video quality for live channels, or even optimize video encoding systems on the fly. We illustrate video quality measurement and improvements for ABR delivery of live TV channels, as well as statmuxed delivery of UHD streams..



Netgear Engage: Simple management for AV deployments

Netgear Engage, a management tool that shows us how to quickly and easily configure an AV network deployment.

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NETGEAR® AV

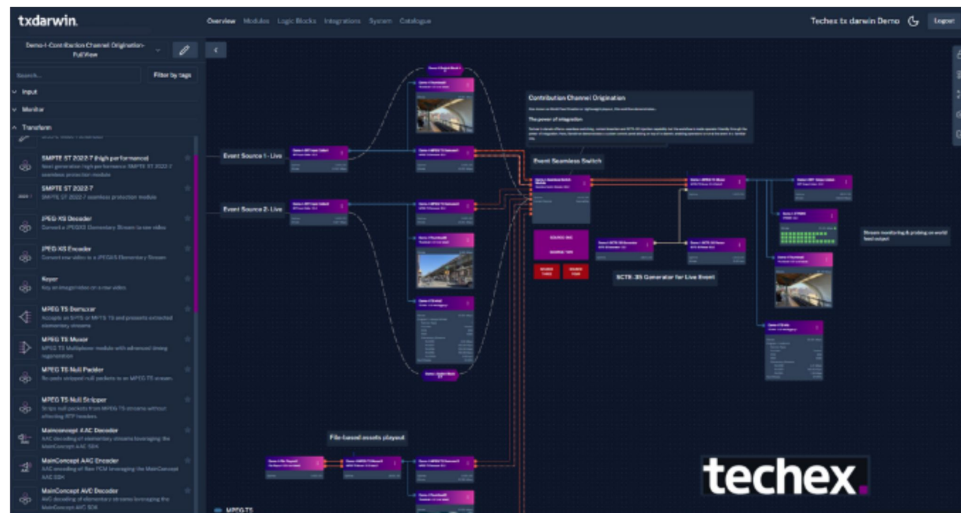
Transport and subjective analysis of 4K signals

UHD signal contribution via Sivac-One and Univiso backpack. Objective and subjective quality analysis of UHD signals with VideoMOS.



Techex Darwin

Trusted by premier global broadcast and media customers with their most valuable live workflows, Techex transports and transforms the highest value live video, over IP and in the Cloud, often in the most technically challenging environments. Learn how tx darwin and tx edge can help you optimise your broadcast workflows tx edge.



techex.

Techex Darwin

Robust IP Video Transport

Secure ground to cloud, cloud to ground video transport solution

- reliably delivering highest-value video content across IP networks, on-premise and cloud.

tx darwin

Enhancing Software-Defined Workflows

Software-defined, modular transformation for live video, helping customers scale faster, reduce costs and increase agility in the most demanding technical environments. Learn more about how tx darwin with these demos:

Cloud Playout Protection

Safeguarding the world's most valuable content with seamless, fully integrated switching

- Seamless encoder switching in the compressed domain.
- Prevent downstream disruption
- Cloud-native solution

World Feed origination

Operator-led switching, SCTE-35 and graphics insertion for valuable live sports

- Operator Control Interface
- SCTE-35 Marker Insertion
- HTML5 graphic Overlays

MCR in the cloud

Zero compromise MCR experience in the cloud

- Monitoring and adaptation
- Blueprints for rapid deployment
- Audio shuffling

Syndication at Scale

Adapt once, deliver to many

- Integration with ESAM/SCTE-224.
- Schedule driven automation
- InSync-powered frame rate conversion.

Advanced intercom system in 4k work environments

A communication environment designed for demanding 4K workflows.

Our intercom system enables clear, stable, real-time coordination between teams. Optimise live production with advanced connectivity and low latency. Ideal for studios, producers and operators seeking precision and efficiency.



4K UHD Mobile Unit

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



UHD SPAIN. EUPHORIA CONCERT

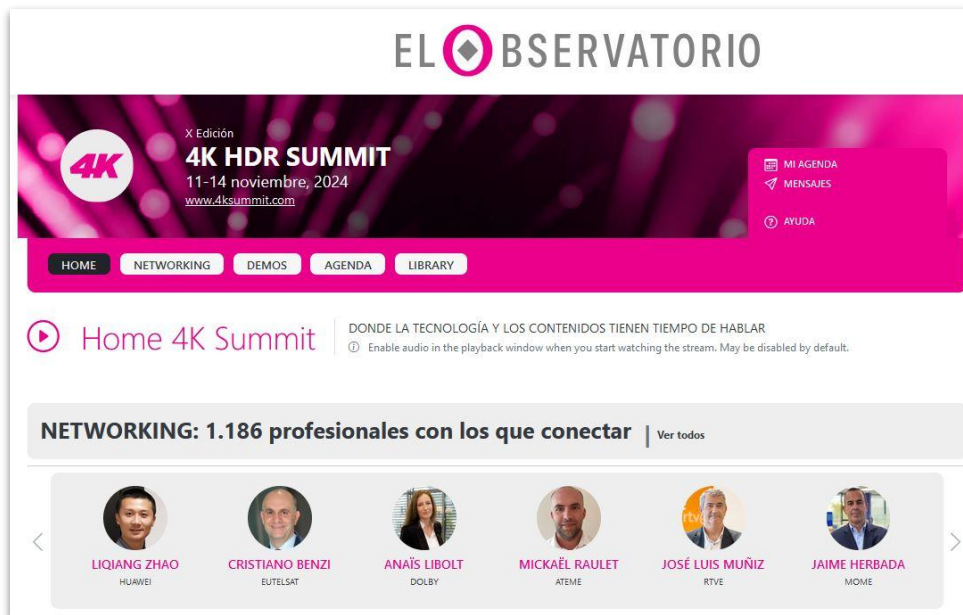
Part of his UHD image reel will be screened: on this occasion, it will be from the Euphoria Concert broadcast by 3Cat. Find out about all the projects the association is working on to promote Ultra High Definition.



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.

EL  BSERVATORIO



Monitoring video signals in television and cinema: A practical guide

TILANO.

Your essential guide to scopes and colour control

This book teaches you how to keep your luminance and chrominance levels within SDR limits, match colour between cameras, and optimise the performance of your viewfinders. It includes practical examples of multi-input monitoring and QC (white detection, min-max scope, RGB analysis). Ideal for television, film, streaming, and post-production.



Brand exhibitor



JVC

TOSHIBA

VESTEL

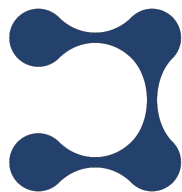
Networking Cocktail



Coffee Break



Coffee Break



DATOS MEDIA

A blue curved line arching over the word 'telestream'.

telestream

NEXT EDITION

10-13 NOVEMBER 2026