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Deutsche TV-Plattform demonstrates state of development and perspectives of Ultra HD at IFA

Invitation to the booth with six Ultra HD demo areas and to a technical background seminar in the TecWatch Forum at IFA in Berlin

Frankfurt/Main. The dynamic development of Ultra HD is one of the key aspects at the booth of the Deutsche TV-Plattform at IFA 2014. The state of development as well as different perspectives of the new technology will be presented in six dedicated demo areas as well as in lectures and during a panel discussion regarding “From Ultra HD to UHD TV” in the TecWatch Forum on September 6th.

TecWatch - the non-commercial exhibition area at IFA - presents technologies for future markets. For that reason the TecWatch hall 11.1 will be yet again an essential stop along the fair round tour for all technology enthusiasts amongst the IFA visitors, journalists, experts and decision makers from trade and industry. The Deutsche TV-Plattform dedicates a large part of its extended presence in the halls underneath the radio tower to the topic Ultra HD.

The current state of development and perspectives of Ultra HD will be presented from 5 to 10 September:

The area ‘distribution’ illustrates that the delivery of content in four times the resolution of HDTV already works over all distribution channels. Various Ultra HD productions delivered via DVB-S2, DVB-C2 and VDSL in the new compression standard HEVC (High Efficiency Video Coding) will be shown on three Ultra HD displays with built-in tuners or via external receivers.

In the Ultra HD Home Cinema visitors will experience the impressive picture quality by means of a Ultra HD(4K) projector and with 3D audio surround sound, which completes the Ultra HD experience. In the same area, the Deutsche TV-Plattform demonstrates the benefits that the introduction of High Dynamic Range (HDR) will deliver in the form of extended color and higher contrast during phase 2 of the UHD market launch. A further booth area highlights interactive navigation in Ultra HD content: Here consumers can select an individual picture section and watch it on a second screen (e.g. tablet).

These demonstrations will be completed by a two-hour event in the TecWatch Forum on September 6th, starting at 12.30 pm, which will deliver further insights into the Ultra HD trend. Lectures will focus on first practical experience during live

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productions via satellite, the delivery over modern cable and VDSL infrastructures, interactive navigation as well as how HDR and 3D Audio will further enhance the visual and audible experience. A panel of experts will discuss the apparent question of when and how Ultra HD will eventually evolve into UHDTV.

Ultra HD program overview of activities of the Deutsche TV-Plattform in cooperation with their member companies:

**Booth of the Deutsche TV-Plattform
from 5 to 10 September 2014
daily from 10.00 am to 6.00 pm
in the TecWatch / booth 23 / hall 11.1**

**Technical seminar „From Ultra HD to UHDTV“
on 6 September 2014
from 12.30 pm to 2.30 pm
in the TecWatch Forum / hall 11.1**

To register for the technical seminar and for special guided tours of the booth, please contact uhd@tv-plattform.de .

Up-to-date information, publications for experts and consumers as well as comprehensive education regarding digital television can be found at www.tv-plattform.de

The German TV Platform (Deutsche TV-Plattform) is an association of commercial and public service broadcasters, device manufacturers, network operators, service and technology providers, research institutes and universities, state and federal authorities, and other companies, associations, and institutions concerned with digital media. For nearly 25 years it has been the goal of this non-profit organization to establish digital technologies in television broadcasting, based on open standards. In our Working Groups representatives from nearly every field in the consumer electronics and media industry are committed to set the course on key issues of digital broadcasting.