



UHD Alliance Announced at CES 2015

One of the major takeaways from CES 2015 was the movement of Ultra High-Definition TV (UHD) away from providing only a 4K spatial resolution (3840 x 2160) toward also including a wider color gamut and higher (video) dynamic range than previous 4K or HD displays. Major TV manufacturers like Samsung, Sony and LG showed new 4K televisions that incorporated these features, and they were presented as differentiating such displays from other 4K competitors.

Several proposals for high dynamic range (HDR) have appeared throughout the video world in the recent past, as well a few proposals for wide color gamut (WCG). For WCG, there appears to be reasonable industry convergence ultimately toward the colorimetry proposed in ITU BT.2020, but there is less current agreement (and a larger number of proposals under consideration) in the HDR space.

Therefore it was welcome news at CES 2015 to learn that a UHD Alliance had been formed, and that it plans to issue specifications and certification schemes for these advanced UHD systems in the near future. The group includes organizations ranging across an end-to-end array of the video ecosystem, from content creators to TV manufacturers.



Samsung USA EVP Joseph Stinziano announces the formation of the UHD Alliance at the Samsung press conference on January 5 2015 at CES.

Members of the UHD Alliance as announced at CES 2015 include DIRECTV, Disney, Dolby, Twentieth Century Fox, LGE, Netflix, Panasonic, Samsung, Sharp, Sony Visual Products (the recently split-off video display division of Sony), Technicolor, and Warner Brothers Entertainment. The announcement at CES also noted that the group intends to make recommendations on immersive audio and high frame rate (HFR) video for UHD, as well.

The alliance plans to issue one or more specifications at an unspecified time in the near future, with the intent of ensuring that all links in the UHD creation and delivery chain are aligned to provide a premium quality experience, while embracing open standards. It also intends to pursue a consumer education campaign, and may establish a certification regime for products. The group expects to outline a "technology roadmap" for worldwide UHD evolution soon. A press release announcing the UHD Alliance is [here](#).

The new UHD Alliance is the newest entrant of UHD affinity groups worldwide. [NexTV-F](#) in Japan was formed in May 2013, with 21 founding members and several supporting membership categories, with the objective to achieve early next generation broadcast services, including 4K and 8K. The course for Europe in Ultra HD is being studied under the [FAME](#) banner in Europe (Future of Advanced Media in Europe) since mid-2013 with the leadership provided by the European Broadcast Union (EBU) and Sky Deutschland/DIF. In mid 2013, the Digital Television Group in the United Kingdom created the DTG [UHD Forum](#), chaired by the BBC and BSkyB, and is looking at the complete UHD ecosystem to coordinate the UK requirements for the next generation TV format. Hopefully, the seemingly large

amount of interest in consensus and collaboration by these groups around the world will eventually result in a cohesive marketplace for Ultra HD.

Last Call for Engineering Achievement Awards Nominees

This is your last opportunity to nominate an individual for the 2015 NAB Engineering Achievement Awards. Established in 1959, the NAB Engineering Achievement Award is presented each year to an individual for outstanding accomplishments in the broadcast industry. In 1991, NAB began giving awards separately for achievements in radio and television. The award winners will be recognized at the Technology Luncheon at the 2015 NAB Show on April 15 in Las Vegas, Nev.

The nomination form is available on NAB's Engineering Achievement Award [website](#), and the deadline is **January 16, 2015**.

NAB Seeking 2015 Technology Innovation Award Nominees



NAB is currently accepting nominations for the 2015 NAB Technology Innovation Awards. First presented at the 2009 NAB Show, NAB presents the award to organizations that bring advanced technology exhibits and demonstrations of significant merit to the NAB Show. The nominated exhibit should present advanced research and development projects in communications technologies that have not yet been commercialized.

Candidates for the Technology Innovation Awards must be organizations who are currently exhibiting at the NAB Show. The size of the organization is not a determining factor. Nominated projects may not be commercial products that have been offered for sale prior to or at the NAB Show. The merit of the technology exhibit is the sole factor to be taken into account. The entry deadline is February 20, 2015. The awards will be presented at the NAB Technology Luncheon on April 15, 2015 at the NAB Show in Las Vegas.

Here is a summary of the award winners from the past two NAB Shows:

2014 Award Recipient: Ericsson Television Ltd.

The 2014 NAB Technology Innovation Award went to Ericsson Television Ltd for its demonstration of a live real-time contribution feed of 4K Ultra High Definition Television coming from Europe directly to the NAB Show exhibit floor. While we've seen beautiful 4K consumer television sets in retail showrooms, they will just be high tech furniture until enough 4K content is widely available. The Ericsson demonstration showed a clear path for broadcasters to overcome the first and most important hurdle

— acquisition of high quality and truly immersive live 4K content. This demonstration showed the professional industry that it is possible to start building the ecosystem and a library of Ultra HD content now, as broadcasters consider rolling out commercial 4K services in the coming years.

2013 Award Recipient: Cisco Systems, Inc.

Cisco Systems received the 2013 NAB Technology Innovation Award for its Future of Video concept. Future of Video (formerly called Project Fresco) presents a future of television that breaks out of the "box in the corner of the room," showing how television will harness new display technology and an immersive layout engine to become unobtrusive, frameless, ultra-high definition and ambient. Future of Video demonstrates that television's future is both collective and personal, and exemplifies a new relationship between large screens and companion devices.

Additional information and a nomination form are available on NAB's [website](#). The deadline for nominations is February 20, 2015.

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Important Dates and Upcoming Events

[Hollywood Post Alliance \(HPA\) Tech Retreat](#)

February 9 - 13, 2015

Indian Wells, Calif.

[Audio Engineering Society \(AES\) 57th Conference: The Future of Audio Entertainment Technology](#)

March 6 - 8, 2015

Hollywood, Calif.

[2015 NAB Show](#)

April 11 - 16, 2015

Las Vegas, Nev.