

# TV TechCheck

The Weekly NAB Newsletter for TV Broadcast Engineers



## NAB Labs Delivers at 2014 NAB Show

At the 2014 NAB Show, NAB Labs was engaged in a variety of presentations. These included the NAB Labs Futures Park, several NAB Show Super Sessions, a Broadcast Engineering Conference session, and a pair of day-long workshops.

### NAB Labs Futures Park

The 2014 Futures Park featured over a dozen exhibits representing the research and development work of more than 25 companies. Perennial favorite NHK presented a 30-minute program of Super Hi-Vision (SHV) content, featuring 8K video and 22.2-channel sound. This year's SHV theater seated 100+ people, and NHK tallied more than 5,000 attendees for its SHV showings across the four-day exhibition. NHK also successfully demonstrated for the first time anywhere outside of Japan a short-range broadcast transmission of SHV using a single 6 MHz TV channel. Other presentations in the NHK booth included the world's first real-time 8K HEVC encoder, new 8K camera technologies, and soundbars providing a virtualized representation of SHV's 22.2 channel audio, suitable for domestic installation.

Other technologies at this year's Futures Park featured research projects on 4K TV over HTML5 and MPEG DASH, high dynamic-range and high frame-rate video, advanced emergency alerting for TV and radio broadcasting, targeted advertising, augmented broadcasting, advances in video colorimetry, a novel approach to 3D video, 6K to 4K video conversion, panoramic video, and media-archive preservation techniques.



Entrance to the 2014 NAB Labs Futures Park in the North Hall of the Las Vegas Convention Center.

## NAB Show Super Sessions

Super Sessions produced by NAB Labs included well-attended presentations entitled, “Consumers, 4K and Next Gen Home Entertainment – Which Experiences Will Most Excite Them?”; “Anytime, Anywhere, Any Device – Advanced Mobile Developments”; and “Advanced Video Technologies – Visions of the Future.”



**Moderator Cindy McKenzie (Price Waterhouse Coopers) talks all things mobile during Super Session “Anytime, Anywhere, Any Device – Advanced Mobile Developments.”**



**Kevin Gage (NAB), Harri Koponen (iBiquity) and Saul Berman (IBM) discuss future global trends in mobile during Super Session “Anytime, Anywhere, Any Device.”**

## BEC and Workshops

NAB Labs also produced the BEC session, “ATSC 3.0 Update,” and a special session entitled “Hybrid Radio – Making it Happen at Your Station,” both of which also enjoyed high attendance.



**Speakers gather for a group shot after the Hybrid Radio workshop. From left to right, Eric Williams (Sprint), Joseph D'Angelo (iBiquity), Tim Clarke (Cox Media), Kevin Gage (NAB), Paul Brenner (Emmis), Scott Burnell (Ford) and Paul Shulins (Greater Media).**

Two full-day workshops produced by NAB Labs were the “RF Boot Camp” and the “Digital Strategies Exchange for Radio”.



**Paul Shulins (Greater Media), Gary Cavell and Cindy Cavell (Cavell, Mertz and Assoc) offer basic knowledge regarding transmission operations at broadcast radio and television stations at the RF Boot Camp.**



**Radio digital strategy leaders Sam Stiers (Interactive One Local), Alan Segal (Cox Media) and Lacey House (Cromwell) examine their successes and challenges at the "Digital Strategies Exchange for Radio" workshop.**

### **Related Resources**

Most of the sessions listed above are now available on-demand via *NAB Playback* at <http://www.mediastoreonline.com/nabshow/index.php>

Also available are the *Proceedings of the 2014 NAB Broadcast Engineering Conference* at <http://www.nabstore.com/ProductDetails.asp?ProductCode=CP100>

The Proceedings are provided in print form (paperback, 600 pp), with a CD-ROM included.

NAB would also like to give special thanks to the Baylor students for their hard work and dedication to making this year's technology conferences a success.



Left to right, Hilary Reeves, Steven Trebus, Brent Bailey and David Li.



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