

BBC

R&D

SID
SOCIETY FOR INFORMATION DISPLAY

Free technical Meeting: High Dynamic Range and the future of TV

Ultra High Definition TV sets are starting to be sold in significant numbers in the shops, but what are the broadcasters' plans, and how much benefit will there be for consumers? The first "4k" TV sets simply increased the resolution. A survey with over 2000 respondents will be reported which shows how the UK population might benefit from increased resolution. But UHDTV is about much more than simply increasing resolution. The hot topic of the year is High Dynamic Range (HDR) and with a variety of different HDR solutions becoming available, the important aspects and differences, as they affect TV production in particular, will be explored. Many TV sets sold in 2017 will be able to handle HDR and wider colour gamut. The last piece of the jigsaw though is higher frame rate, and the standards and delivery methods for this are also now falling into place.

The SID and BBC Research and Development presents an afternoon event with speakers from the BBC, and a demonstration of High Dynamic Range, High Frame Rate UHDTV will be provided.

Speakers: **Richard Salmon** and **Manish Pindoria**



Richard Salmon is a Lead Research Engineer at BBC R&D, with particular expertise in TV colorimetry and display technology. Having been involved with HDTV research since 1992, he has a deep technical understanding of the entire image chain from the camera, through compression systems, to the viewer's impression of the displayed image. He inspired and led work within the BBC on higher frame rates, culminating in very successful demonstrations at IBC in 2008 and 2013. He is chairman of the EBU Displays group, and is also active on "Beyond HD" and LED lighting topics in the EBU, the UK Digital TV Group (DTG), DVB and SMPTE. He is an Honorary Fellow of the BKSTS, and a member of SMPTE and the IET.



Monday 27th February, 2017, 3-6pm

BBC R+D, Centre House, 56 Wood Lane, London W12 7SB

Please register your attendance at:

www.eventbrite.co.uk/e/bbc-rd-lecture-and-demo-ultra-hd-and-hdr-tv-tickets-31217176415