

## UHDTV: VOICES & CHOICES

25-26 NOVEMBER 2013 • EBU, GENEVA

### MONDAY 25 NOVEMBER

09.00-10.00 **Registration**

#### INTRODUCTION

10.00-10.10 **Welcome** Simon Fell EBU

10.10-10.30 **What happened next? The DVB/EBU fact finding meeting** Yvonne Thomas EBU  
David Wood DVB

10.30-11.00 **The Human Visual System and High Frame Rate Television** Katy Noland BBC

11.00-11.20 **When will UHD happen? - The global timeframe for 4K distribution** Tom Morrod IHS

11.20-11.45 *Tea, coffee & demos*

#### SESSION 1: WHERE ARE WE NOW?

11.45-13.00 **Industry Snapshots & Discussion** Thomas Bause Mason NBC Universal  
A series of five-minute presentations on the current state of the UHDTV eco-chain from the perspective of various key groups (SMPTE, MPEG, ITU, FAME, HDMI, DIGITEUROPE) and a perspective on how users implement various UHDTV solutions for their content creation.  
Virginie Dugeon Panasonic  
Simon Tuff BBC  
Dietrich Westerkamp Technicolor  
Followed by a panel discussion involving all presenters, moderated by Hans Hoffmann, EBU  
Martin Fähnrich Panasonic  
Jim Helman Movie Labs

13.00-14.10 *Buffet lunch & demos*

#### SESSION 2: THE HARDWARE & ITS USERS

14.10-14.20 **Who's making what in production systems?** Paul Treleaven IABM  
An overview of production equipment and the plans of the key vendors.

14.20-15.20 **Panel: Production Systems** Stefan Hofmann Panasonic  
Paul Treleaven will moderate a panel discussion where representatives of the content creation side will discuss how the technology can meet their needs.  
Mark Horton Ericsson  
Yoshiaki Shishikui NHK  
Semir Nouri JVC  
Gavin Walker Snell  
Fadi Malak DTS  
Florian Martin ARRI

15.20-15.45 *Tea, coffee & demos*

15.45-15.55 **Who's making what in consumer systems?** Paul Treleaven IABM  
An overview of receivers and displays and the plans of the key users.

15.55-16.40 **Panel: Consumer Systems** Darren Fawcett Pace  
Paul Treleaven will moderate a panel discussion where representatives of the consumer systems side will discuss how the technology can meet their needs.  
John Adam Samsung  
Takehiro Sugimoto NHK  
James Goel Qualcomm

## UHDTV: VOICES & CHOICES

MONDAY 25 NOVEMBER (CONT.)

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### SESSION 3: TESTS & RESULTS

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16.40-17.30	<b>Overviews UHD-1 parameter values experiments</b>	Dagmar Driesnack	IRT
	HEVC	Jérôme Fournier	Orange Labs
	ITU report on EDR	Andy Quested	BBC
	HFR	Richard Salmon	BBC R&D
17.30-19:00	<b>Drinks &amp; Networking</b>		

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TUESDAY 26 NOVEMBER

09.00-09.15	<b>Recap of Day 1</b>	Adi Kouadio	EBU
<b>SESSION 4: BREAKOUTS</b>			
09.15-09.25	<b>Introduction</b> What do we want to achieve from the breakouts?	Yvonne Thomas	EBU
09.25-09.35	<i>Breakout and conversion of the conference room</i>		
09.35-11.25	<b>Breakout Discussions</b> (including 15 minute break) 1) Studio & infrastructure links 2) UHD in transmission 3) On the sofa 4) Audio chain		
11.25-11.35	<i>Get back together and conversion of the conference room</i>		
11.35-12.35	<b>Results &amp; Discussion</b> Introduced by Paul Treleaven (IABM), Rainer Schäfer (IRT), David Wood (EBU) and Simon Tuff (BBC)		
12.35-14.00	<i>Lunch</i>		
<b>SESSION 5: STRATEGIES &amp; OUTLOOK</b>			
14.00-15.45	<b>Roadmaps of different countries</b> A series of ten-minute presentations on the current state of the (U)HDTV Forums over Europe, Japan and US. Followed by a panel discussion to define the commonalities and differences, chaired by Giorgio Dimino, RAI.	Stephan Heimbecher Yoshiaki Shishikui Jim Helman Ludovic Noblet Chris Johns Sebastiano Trigila Aurora Mourelle Hans Hoffmann Brian Markwalker	Sky Germany NHK Movie Labs Dolby BSkyB FUB Hispasat EBU CEA
15.45-16.15	<i>Tea, coffee &amp; demos</i>		
<b>REVIEW &amp; NEXT STEPS</b>			
16.15-17.00	<b>Analysis timetable for UHDTV for proposal and discussion &amp; action points</b>	Hans Hoffmann Thomas Bause Mason	EBU NBC Universal

**INFORMATION & REGISTRATION: [TECH.EBU.CH/UHDTV13](http://TECH.EBU.CH/UHDTV13)**