



+ + + For Immediate Release + + +

Ultra HD Forum releases UHD Phase B Guidelines at NAB 2018

Ultra HD Forum paves the way for the next wave of UHD technologies by releasing Phase B Guidelines covering dynamic metadata, higher refresh rates, lower bandwidth requirement and next generation audio.

Las Vegas, April 9, 2017 – Ultra HD Forum today announced the release of Phase B guidelines.

Madeleine Noland, Chair of the Guidelines Work group said, “Phase A Guidelines address technologies that were solidified in 2015 and 2016, then in the summer of 2017 we ran a survey with Operators to guide the choice of the next phase of technologies.”

The Phase B Guidelines that are published today, in an 80-page technical document, introduce and de-mystify five areas for the future of UHD:

- *CONTENT AWARE ENCODING*
- *DUAL-LAYER HDR TECHNOLOGIES*
- *DYNAMIC HDR METADATA SYSTEMS (Dolby Vision™ and SL-HDR1)*
- *HIGH FRAME RATE (100/120 FPS)*
- *NEXT GENERATION AUDIO (Dolby® AC-4 Audio and MPEG-H Audio)*

Noland added “Our Guidelines are regularly updated, and further technologies will be addressed. Also, as with the Phase A guidelines, we remain strongly focussed on backwards compatibility so that the introduction of new solutions doesn’t break what’s already in place. Phase B Guidelines will soon include end-to-end workflows for all distribution systems including OTA, MVPD and OTT, which is a hallmark of the Forum’s work”.

To experience phase B technologies first hand, you are invited to the Futures Park in LVCC in North Hall, on booth N1131FP for presentations of HDR dynamic metadata solutions, Next Generation Audio, HFR @100FPS, Content Aware Encoding and UHD quality monitoring.

On Monday, April 9th at 3pm Futures Park is holding its 2018 press conference in North Hall. Please check our NAB Media Pack here: <https://www.tradeshownews.com/events/2018-nab-show/UltraHDForum/>

About the Ultra HD Forum

Formed in 2015, the Ultra HD Forum is the global organization responsible for promoting market adoption of Ultra HD by defining industry best practices for the phased introduction of the wide set of technologies facilitating the next-generation television experience. The organization facilitates interoperability testing and collaborates with industry standards bodies to align standard development activities. A list of member companies and additional information about the organization is available at <http://ultrahdforum.org> and by following @UltraHDForum.

To arrange a briefing and/or tour of demos in the NAB Futures Park:

Marta Twardowska, marta@wolfpackcoms.com +31 621184585