

Ultra HD Forum and UHD Alliance Showcase Future UHD Solutions at NAB 2018

The UHD Alliance and the Ultra HD Forum will showcase a range of solutions for UHD broadcast with HDR at the 2018 NAB Show in Las Vegas. Throughout the Show, attendees can visit with the organizations' leading experts and view the following:

1. **Universal HDR** building dynamic metadata solutions on existing static metadata solutions, without breaking them
2. **Next Generation Audio (NGA)** making sound more personal and more immersive
3. **High Frame Rates (100/120 FPS)** with HDR for better-looking fast-motion images
4. **Content Aware Encoding** maintaining quality while reducing required bandwidth
5. **System Monitoring** providing visibility under the hood for UHD operations
6. **Broadcast HDR content** in the Ultra HD Premium™ ecosystem
7. **Interoperability** solutions to provide a seamless experience for consumers

When: 2018 NAB Show, during exhibit hours

Where: Ultra HD Forum booth N1131FP, LVCC North Hall (in Futures Park)

For Media enquiries or to schedule a meeting onsite please contact:

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Thierry Fautier, President of the Ultra HD Forum, said, "After three years focused on already-deployed technology, we are excited to be showing key UHD technologies of 2018 and beyond."

"From the outset, our focus has been defining a premium UHD with HDR experience for consumers, and broadcast is a significant piece of the content equation," said UHD Alliance Chairman Michael Zink. "We are looking forward to showcasing how broadcast, and particularly live broadcast, can enrich our Ultra HD Premium™ ecosystem."

For the Forum, Fautier added, "Complementing our industry-focused interop effort, it will be great to see the Alliance address consumer-facing interop issues at the booth."

During the *Global UHD Conference*, taking place Saturday, April 7th, in Room N253 of the Las Vegas Convention Center, seven different presentations will be given by Forum and Alliance

members on a variety of UHD topics. Check [here](#) for who and what themes will be covered during the day.

You are also invited to a press conference presenting the Futures Park 2018 innovations on Monday, April 9th at 3pm at the Futures Park in North Hall.

Please check our Media Pack here:

<https://www.tradeshownews.com/events/2018-nab-show/UltraHDForum/>