

+++ For Immediate Release +++

Ultra HD Forum Showcases New Guidelines, Welcomes Amazon, Launches Sustainability Workgroup, and Presents Multiple Demos at NAB Centennial

The Ultra HD Forum returns for its sixth consecutive NAB Show, bringing five innovative demos. The organization welcomes a major new member, Amazon, representing both the mainstream OTT market and hyperscalers. NAB attendees will be the first to see the newly restructured industry guidelines, now divided into nine focused books, at booth W4009.

Las Vegas, April 15, 2023 – The Ultra HD Forum unites broadcasters, service providers, consumer electronics manufacturers, and technology vendors to accelerate the deployment of Ultra HD television. Today, the organization unveils its NAB 2023 activities, which will take place at booth W4009 in West Hall.

Amazon Becomes a Member of the Ultra HD Forum

Amazon, a long-time collaborator of the forum, has now officially joined the organization. This new membership signifies the growing importance of Ultra HD technologies within the mainstream OTT market and for hyperscalers.

Five Cutting-edge Demos

Visitors to the booth can experience five separate demos: TV3.0 (from Brazil), Ultra HD Low-Latency with Ad Insertion, Ultra HD OTT Interoperability, HDR Metadata Management, and real-time Dolby Vision Production.

New User-friendly Industry Guidelines

Responding to user feedback, the Ultra HD Forum's Guidelines (v3.0) are newly available on the organization's website (<https://ultrahdforum.org/guidelines/>). They have been restructured into a series of nine shorter 'Rainbow Books,' each concentrating on a specific aspect of Ultra HD: definitions, technology, production, distribution, and real-world experiences. This new format allows for more frequent updates in crucial areas of Ultra HD that are still evolving. The updated guidelines offer greater clarity on HDR in the production book (Blue) and include updated linear metadata for immersive audio. The Black book defines additional terms, such as Single-Master HDR/SDR Production.

Updated Ultra HD Service Tracker

As always, the Ultra HD Service Tracker has been updated for NAB and now features details on nearly 250 customer-facing Ultra HD services, showcasing significant growth in US-based ATSC 3.0 services in recent quarters. Access the updated UHD Service Tracker at <https://ultrahdforum.org/uhd-service-tracker/>. The website also hosts several in-depth analysis blogs.



About the Ultra HD Forum

Established in 2015, the Ultra HD Forum is a global organization that promotes market adoption of Ultra HD by defining industry best practices for combining core and enhancement technologies for the next-generation television experience. The Forum facilitates interoperability testing and collaborates with industry standards bodies to align standard development activities. For a list of member companies and more information, visit <http://ultrahdforum.org> and follow @UltraHDForum on LinkedIn.

Media and Analyst Contact

Marta Twardowska for the Ultra HD Forum E: marta@wolfpackcoms.com, M: +31 621184585

To secure a briefing at the show, including a personalized guide to the demos and a discussion with our sustainability chair, please reach out.