

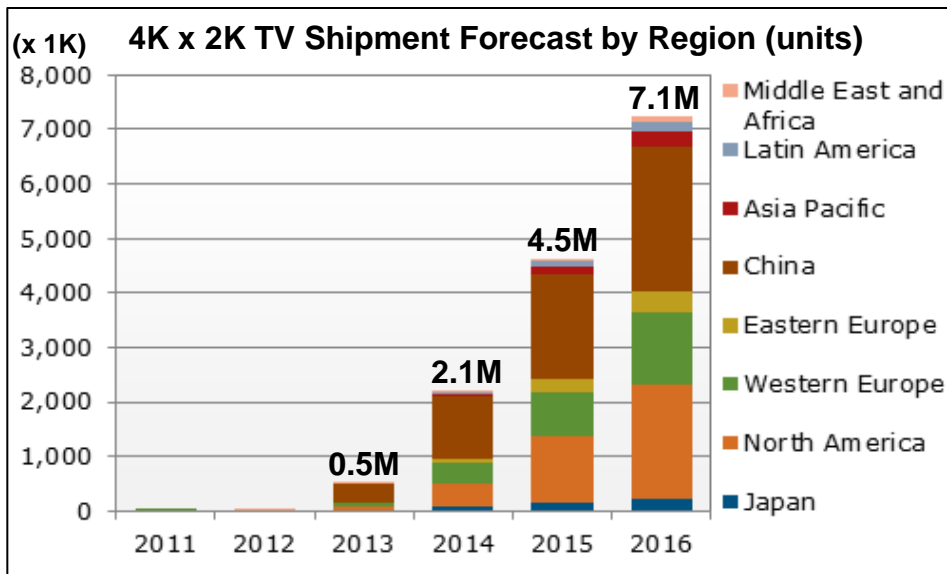
# New Technology Session including 4K and 8K

**NTT Electronics Corporation**  
November 4<sup>th</sup>, 2013

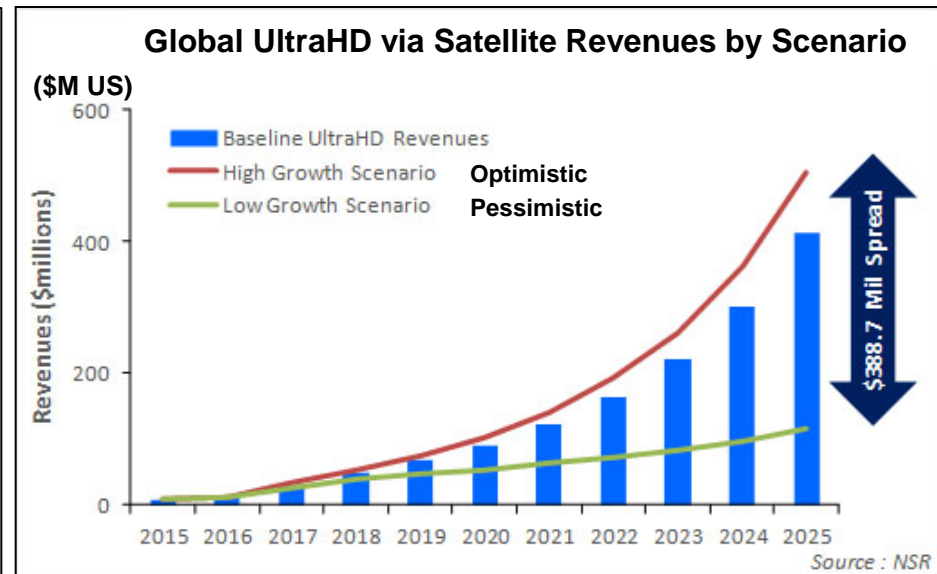
# Global Event Drives UHD TV Growth

In UK, France, Brazil, Korea and Japan, UHD TV promotional project has began targeting the following events.

CY	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022
FIFA		 Brazil				 Russia				 Qatar
Olympic		 Sochi		 Rio		 Pyeong Chang		 Tokyo		 ?

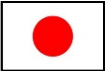


Source: NPD DisplaySearch Quarterly TV Design and Features Report

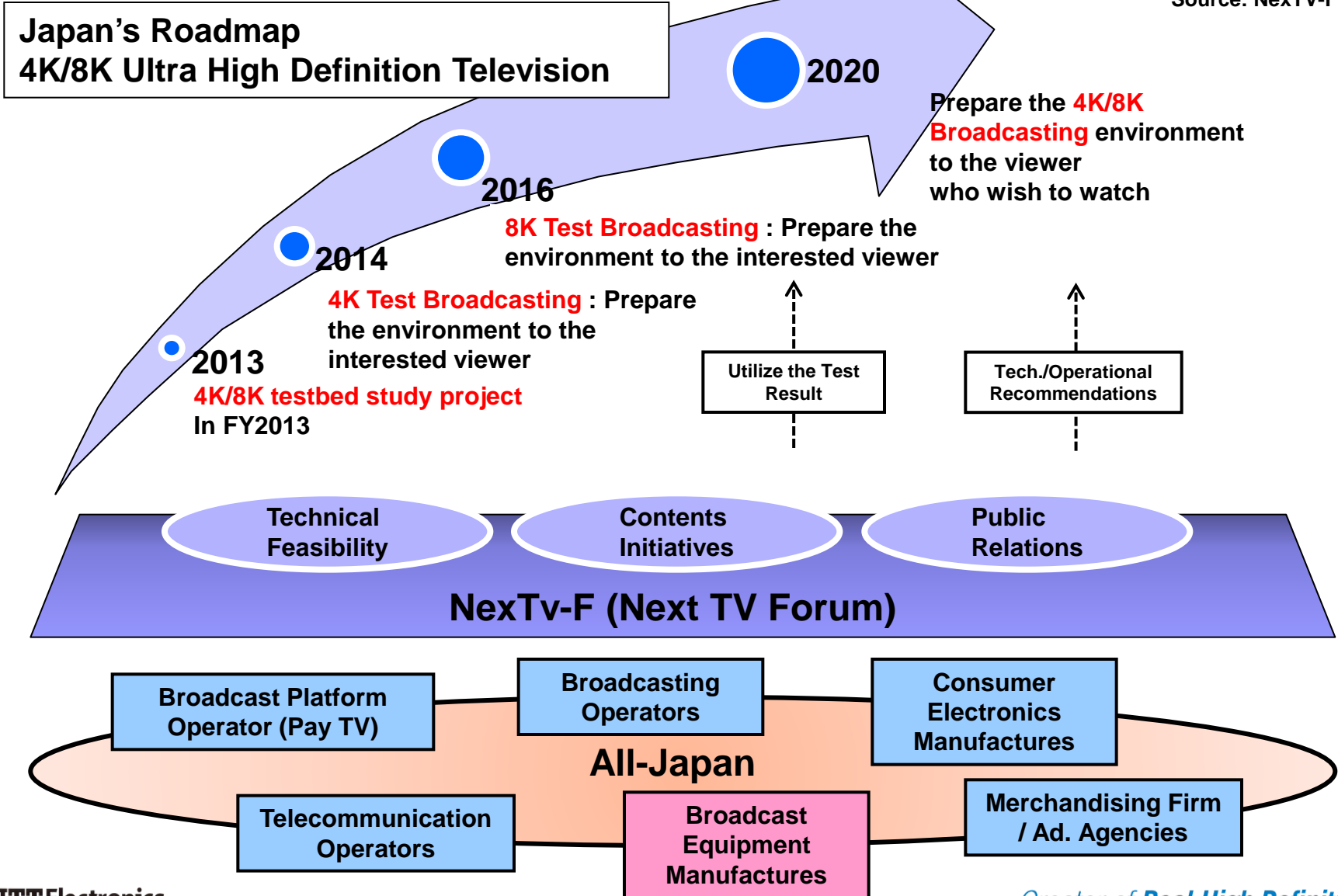


<http://www.displaysearch.com/cps/rde/xchg/displaysearch/hs.xml/11361.asp>

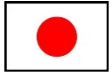
# Japan's UHDTV Roadmap and NexTV-F Project



Source: NexTV-F



# Members of NexTV-F Project

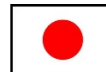


21 companies involve to promote UHDTV.

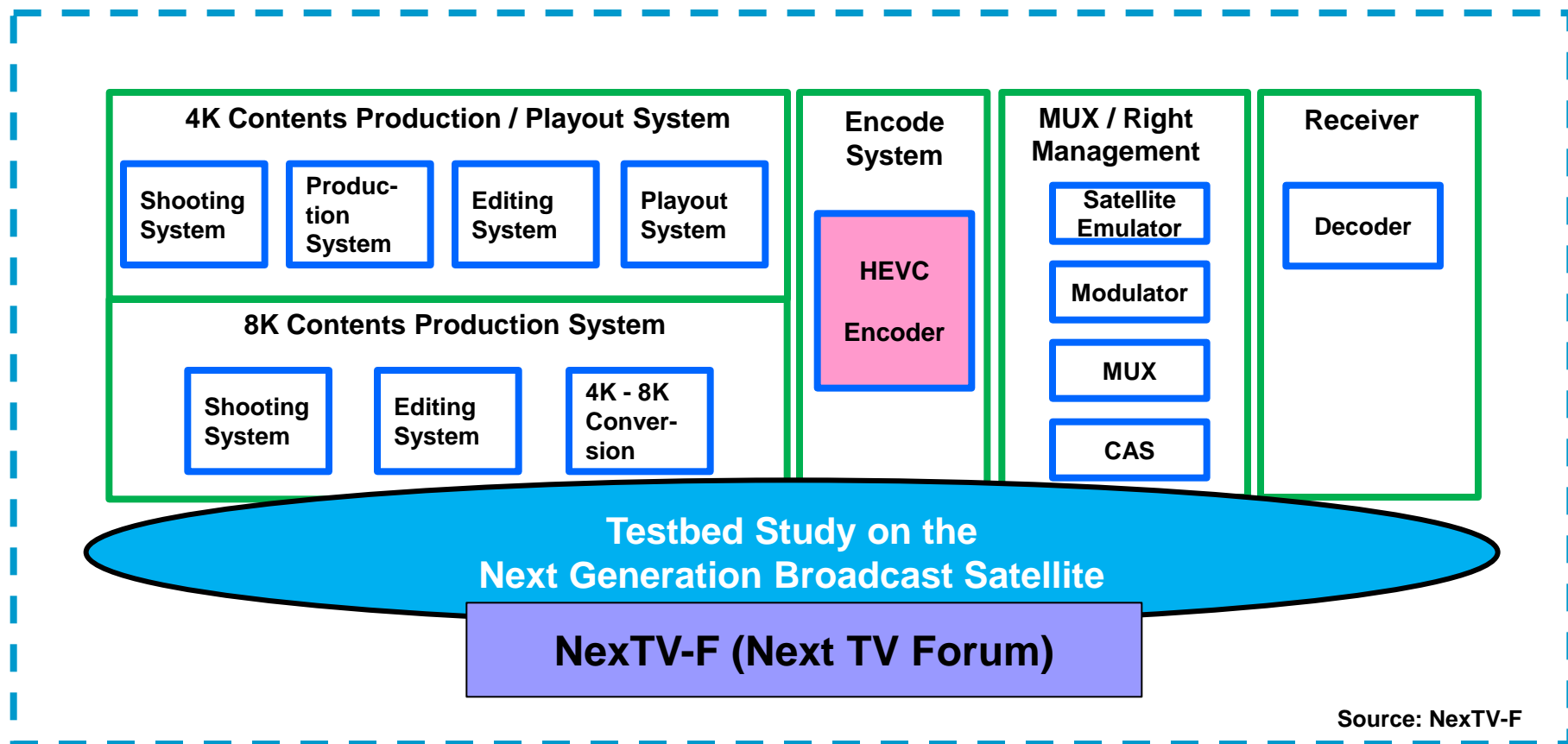
- DENTSU
- FUJITSU
- FUJI TV
- JUPITER TELECOM
- KDDI
- NEC
- NHK
- NTT
- NTV
- SHARP
- SKY PERFECT JSAT
- SOFTBANK BB
- SONY
- SUMITOMO CORP.
- TFC
- TV ASAHI
- TBS
- TV TOKYO
- TOSHIBA
- PANASONIC
- WOWOW

Source: NexTV-F  
Member are as of foundation, May 2<sup>nd</sup>, 2013.  
Alphabetical order






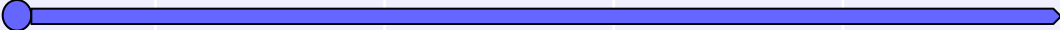




# 4K/8K Testbed Project by NexTV-F



- NTT Group is one of the founder of NexTV-F and plays the key role of Encode System Development.



# 4K Roadmap of NEL

		2013	2014	2015	2016	2017	2018
Sports Event	FIFA-World Cup		 Brazil				 Russia
	Olympic		 Sochi		 Rio		 Pyeong Chang
Broadcast	Japan		 Start 4K Test broadcasting				
Codecs	4K DTH (HEVC)		 4K Real-time H/W Encoder		 4K Real-time H/W Encoder (Small size, Low power consumption)		
	4K 60p Contribution		 2 x XVE9310 Encoder (Pair)		 4 x HVD9130 Decoder (Quad)		

# Thank you for your attention

