



Tomorrow's Challenge #2: HEVC – No Depression About Compression

November 27th , 2012

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MTS media technology services
STM services technologiques aux médias



HEVC

- The promises and questions of HEVC:
 - Best video coding efficiency ever reached
 - Will be present in many markets, how fast?
 - Will it carry interlace signals ?
 - How much more number crunching power will be required;
 - To code
 - To decode



Examples of HEVC

- One side has H.264 at 5 mb/s
 - The other side has HEVC at 2.5 Mb/s
- One side has uncompressed material
 - The other one has HEVC at 13 mb/s
- Your Guess is as good as mine



Our Panel of Experts

- Mr Benjamin Bross from Fraunhofer Institute
- Mr Phillip Bird from Ericsson television
- Mr Jerome Vierion, from Ateame
- Mr Xavier Ducloux from Thomson



Questions ?