

**4KHDR
SUMMIT**

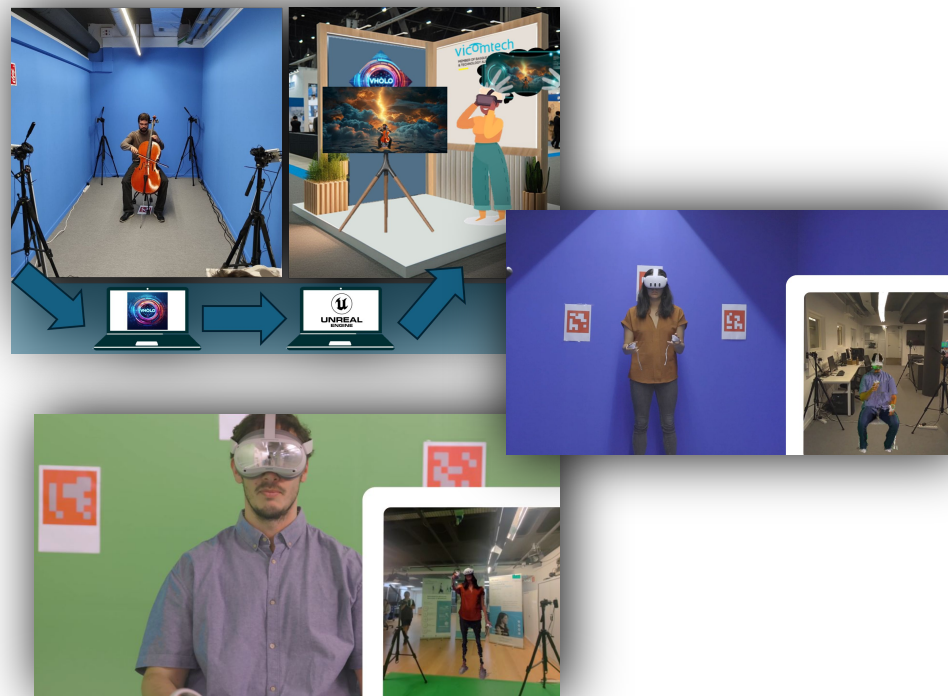
**DOSSIER
DEMOS**

NOVEMBER 11th & 12th 2024

SEVILLE

VholoStudio

It consists of a virtual production system with real-time volumetric capture. It is a portable and easy to deploy system that captures the volume of people or objects and integrates it into a virtual environment represented as a three-dimensional point cloud. Thus, for example, we could place these avatars on virtual spaces without the need to be physically in the same place. The system allows camera movements without angle limitations, providing a coherent and complete 360° visualization of the avatar at all times.



vicomtech

MEMBER OF BASQUE RESEARCH
& TECHNOLOGY ALLIANCE

The potential of XR in collaborative virtual environments

The demo will be based on the presentation of virtual products in real environments. With 5G and 6G networks we can connect multiple users and present in an innovative way both in MR (mixed reality) and VR (Virtual Reality). In addition to visualizing products that do not yet exist, we can also live the experience with other members of the team to make design decisions working remotely, present products to hierarchical positions or put together a virtual marketing event. XR technologies are beginning to have their weight in several industries, hand in hand with advanced and quality visualization.



MADE IN VERSE

Confronting Ransomware with Broadcast storage and new data preservation paradigms

New storage solutions specifically designed for Broadcast and Post-Production environments, with anti-Ransomware functionalities, energy cost reduction and workflow acceleration.



Quantum[®]

“UHD Ready” measurement and monitoring

Gsertel will present its Hexylon handheld analyzer and RCS monitoring probes. These powerful tools allow a comprehensive and accurate evaluation of TV and Radio signals, including support for UHD and 5G Broadcast signals. Their intuitive design and multi-standard support make them indispensable allies for a comprehensive analysis of signal quality in any scenario.



GSERTEL

AI in audiovisual production

This pilot test has demonstrated the capabilities of AI in the audiovisual sector, both technically and artistically, and is expected to set a precedent in the use of these technologies for future productions.



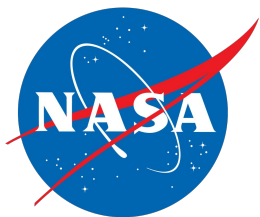
Canal Sur Más

On-demand content platform. First OTT of a regional public television that values the audiovisual archive generated over the last 30 years and offers the digital repository of the creators of the Andalusian audiovisual sector, also with 4K content.



Live Transmissions

The National Aeronautics and Space Administration (NASA) will hold a projection of 4K images related to space.



8K Images

The Explorers will hold a projection of 8K images related to the wild life.



4K UHD Mobile Unit

It will show what a 4K UHD mobile audiovisual unit looks like.



huri

The New Tech Observatory

This platform was born with the vocation of bringing to the user any event of great relevance in the tech field. It allows to connect with technology professionals. The user will be able to enjoy hundreds of conferences explained by first level experts in different subjects, with whom the user will be able to contact and implement networking actions.

The screenshot shows the EL OBSERVATORIO website interface. At the top right is the logo "EL OBSERVATORIO". Below it is a banner for the "4K HDR SUMMIT" (X Edición) from November 11-14, 2024, with the website "www.4ksummit.com". A navigation menu includes "HOME", "NETWORKING", "DEMOS", "AGENDA", and "LIBRARY". On the right, there are links for "MI AGENDA", "MENSAJES", and "AYUDA". Below the banner, there is a video player for "Home 4K Summit" with a subtitle: "DONDE LA TECNOLOGÍA Y LOS CONTENIDOS TIENEN TIEMPO DE HABLAR" and a note: "Enable audio in the playback window when you start watching the stream. May be disabled by default." Below the video player, a section titled "NETWORKING: 1.186 profesionales con los que conectar" is followed by a list of six professionals with their names and affiliations: LIQIANG ZHAO (HUAWEI), CRISTIANO BENZI (EUTELSAT), ANAÍS LIBOLT (DOLBY), MICKAËL RAULET (ATEME), JOSÉ LUIS MUÑIZ (RTVE), and JAIME HERBADA (MOME).

Charting technological advancements in color management, IP, and cloud

IP, HDR, and cloud workflows are advancing at a breakneck pace, introducing new challenges for engineering teams and creatives as they delve deeper into these technologies. They will provide a closer look at how modern innovations in IP video, color management, conversion, and the cloud are shaping the future of the media and entertainment industry.



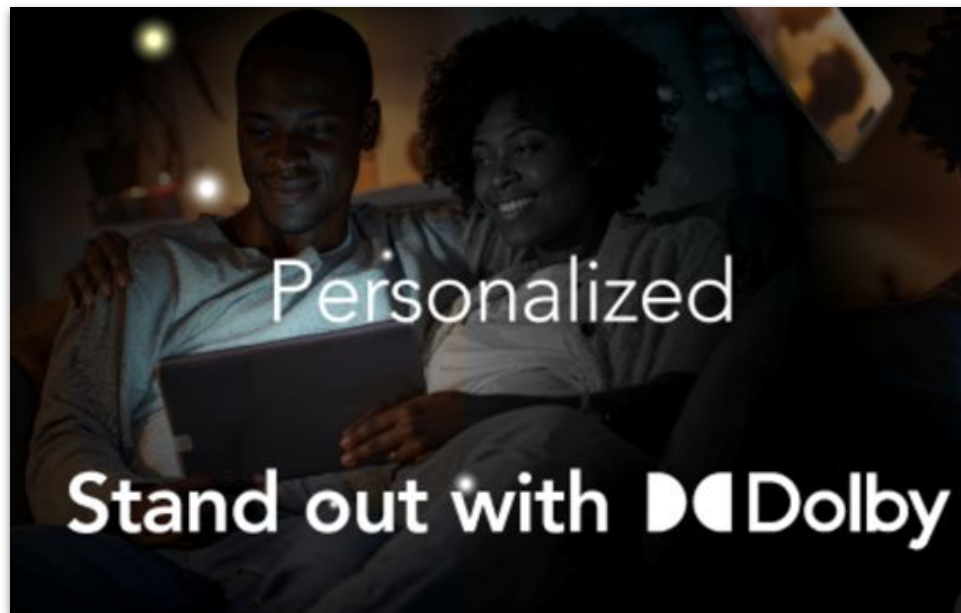
4K Video Monitor

They will show their LM9000 series 4K video monitor designed for signal testing in video or television production centers, and also their intercom systems for technical coordination, along with commentary units for sporting event broadcasts.



Audio personalized experience

In this demonstration, we will explore how Dolby Atmos has revolutionized the sound experience, positioning itself as the world's leading immersive sound technology. Dolby Atmos has pushed the boundaries of traditional surround sound technology, offering an immersive experience where sounds are perceived from any direction - not only from left to right, but also from above and below - completely immersing the listener.



Dolby

Next Generation Audio

Next Generation Audio: MPEG-H Audio
for streaming applications



Fraunhofer
IIS



Immersive Video Experience: 2 X 4K

How to attract new generation of audience and new consumption habits. Immersive video experience combining XR capabilities that allow new experiences combining data and video for live and non live events.

With Apple Vision Pro we will watch streaming encoded by ATEME.



SAPEC UHD and 5G private networks

Contributions with dongle and encoder over a private 5G network.







LAND

The logo features the word "travelxp" in a bold, lowercase, sans-serif font. To the right of "xp", the text "4K HDR" is stacked vertically in a smaller, uppercase, sans-serif font. The entire logo is white and centered on a solid red rectangular background.

travelxp 4K
HDR