

## Objectives

- Analyse and map today's technical issues on professional and consumer displays.
- Give an overview of the current market trends in professional and consumer displays.
- Understand user requirements such as performance parameters and assess technology agnostic measurement methods.
- Inform broadcasters and manufacturers on current research, standardisation and measurement guidelines.

## Who should attend

- EBU Members and non members
- Professionals in production technology (engineers, colourists, content editors, cameramen etc... ).
- Display and TV manufacturers.

© EBU TECHNICAL December 2008

**Registration fee:** Registration fee covers lunches, refreshments and proceedings but it does not cover hotel accommodation. It includes a summary report that will be sent to you after the seminar.

*EBU Active Members: CHF 250,-  
EBU Associate Members: CHF 300,-  
Non-members: CHF 500,-*

**European Broadcasting Union**  
EBU TECHNICAL

L'Ancienne-Route 17A  
1218 Grand-Saconnex  
Switzerland

Contact: Elisabeth Ecoffey  
EBU TECHNICAL  
Tel.: +41 (0)22 717 2723  
Fax: +41 (0)22 747 4723  
ecoffey@ebu.ch

## EBU Display Seminar

### Seminar Programme

**24-25 February 2009**  
EBU Geneva

Internet: [tech.ebu.ch/display09](http://tech.ebu.ch/display09)



# EBU Display Seminar 2009

## Day 1: Tuesday 24 February 2009

### Technical issues and standards

Overview of current market trends in technology for display

**09:30-10:00 Keynote Speech**  
Richard Salmon, BBC, UK

### 1. Monitor spec. & measurements

*This session will report on the work of major standardisation bodies addressing today's display technology issues.*

**10:00-11:00 Report on EBU P/Display activities**  
Adi Kouadio, EBU, CH  
**Report on SMPTE activities**  
Dave Bancroft, SMPTE, UK

**11:00-11:30 Coffee break**

**11:30-13:00 Report on ICDM activities on display measurements**  
Joe Miseli, Chair of ICDM, Sun Microsystems, US

**Report on ITU-R activities on Gamma characterisation**  
Masayuki Sugawara, ITU, JP

**Practical experiences of display measurements**  
Friedrich Gierlinger, IRT, DE

**13:00-14:30 Lunch**

### 2. Image processing and quality

*This session will give an insight on today's display issues.*

**14:30-16:00 Electro-optic displays for TV-Applications**  
Michael E. Becker, Display Metrology, DR  
**Scaling, Overscan and de-interlacing**  
Soren Forchhammer, DTU, DK  
**Burn in issue**  
George Fullam, Intellect, UK  
**Lip synch**  
Hartmund Lehman, SWR, DE

**16:00-16:15 Coffee break**

**16:15-17:45 High Dynamic range**  
Craig Todd, SVP & CTO, Dolby, US  
**Wide colour gamut - xvYCC**  
Paul Szucs, Sony, UK  
**Motion fidelity improvement**  
Leojan Velthoven, Philips, NL

**17:45-19:00 Cocktail**

## Day 2: Wednesday 25 February 2009

**What new technologies are or will be at our disposal?**

### 3. New Display technologies

*A glance at future display technologies & their challenges.*

**09:30-11:00 New Plasma Technologies,**  
Stefan Hofmann, Panasonic, DE  
**CCFL vs LED backlight**  
Steven Luys, Barco, BE  
**Display interfaces**  
Adi Kouadio, EBU, CH

**11:00-11:30 Coffee break**

**11:30-12:30 Opportunity or challenge - ECO Displays**  
Richard Salmon, BBC, UK  
**3D TV displays**  
Dr. Ulrich Leiner, HHI, DE

**12:30-13:00 Close-up**  
Richard Salmon, BBC, UK

**13:00-14:30 Lunch**

### 4. Demonstrations

*Matching the speech with the practice !*

1. **Grade 1 / Professional Monitors**
2. **FED**
3. **Wide colour gamut - xvYCC**
4. **3DTV Displays**