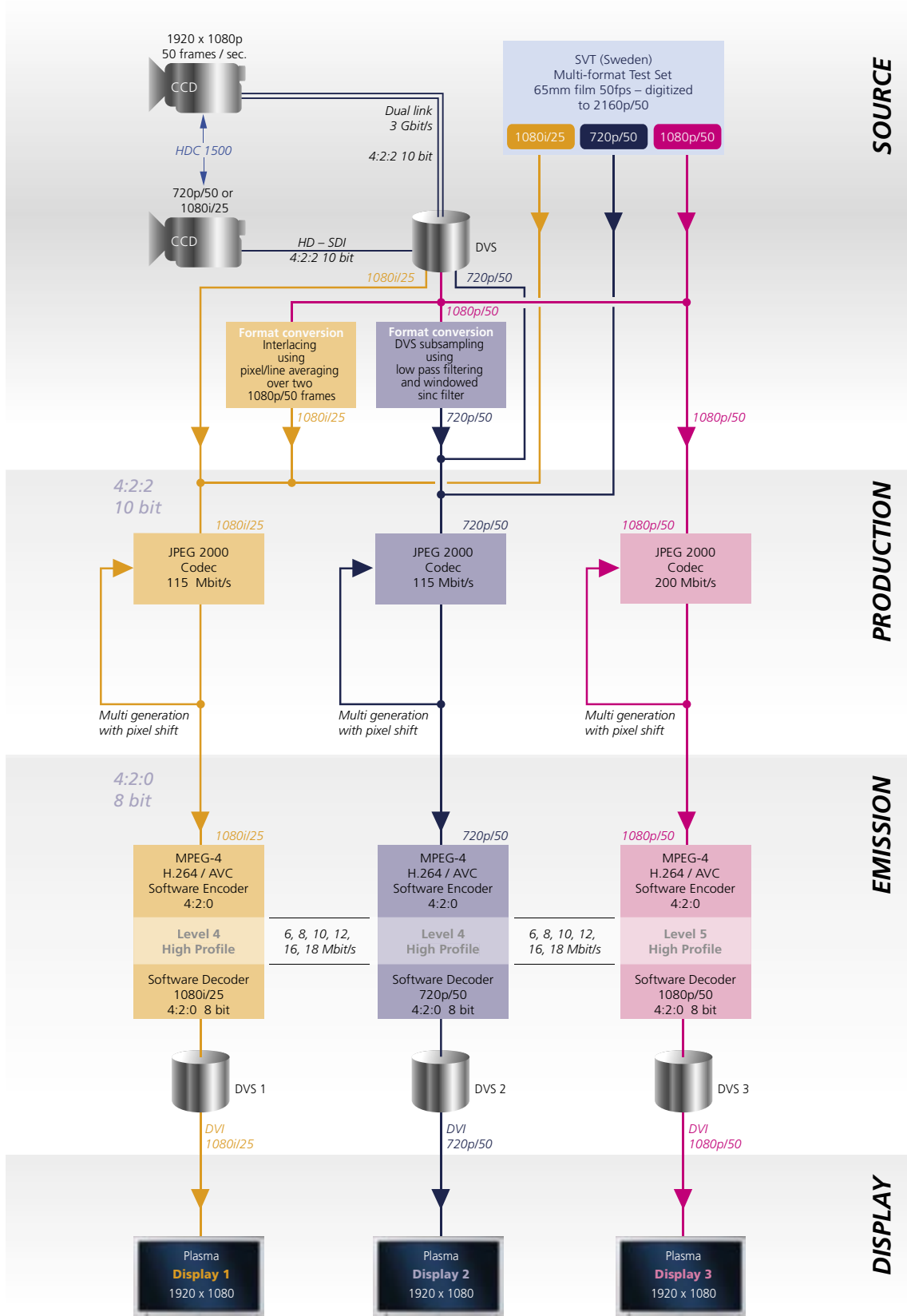


HDTV Technology Demonstration

1080i/25 – 720p/50 – 1080p/50

EBU Village 2007



MPEG-4 H.264 / AVC Software coding by HHI - Berlin / Sony HDC 1500 CCD camera / Plasma display – 1920 x 1080 pixels / DVS CLIPSTER workstation – uncompressed 1080i/25, 720p/50, 1080p/50
 1080p/50 ≈ 3 Gbit/s HD-SDI (dual link) / 1080i/25 ≈ 1,5 Gbit/s HD-SDI / 720p/50 ≈ 1,5 Gbit/s HD-SDI

Full Motion HDTV

The future is progressive ...

- 720p/50 **TODAY** for mainstream productions
- 1080p/50 **FUTURE** for high quality content

EBU's Vision for future HDTV environments

- High image quality in production environments, preferably with progressive image format
- Open standard compression systems only, maintaining sufficient headroom even after multi-generation processes
- Interoperable IT-based production systems
- Provide for higher bit rate infrastructures in production
- Utilize progressive emission formats optimising use of spectrum to deliver high quality images to the viewer

