

World's First 85V 8K LCD with HDR

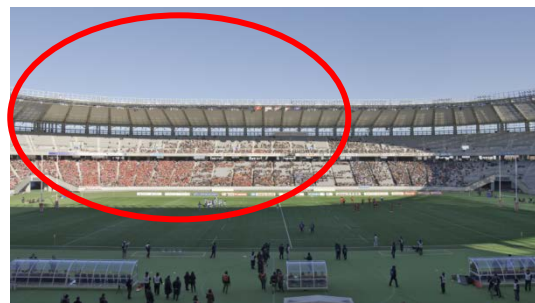
On Display at IBC 2015 – The World of Electronic Media and Entertainment Conference & Exhibition in Amsterdam

TOKYO, September 3, 2015- NHK will display an 85V 8K Liquid Crystal Display with HDR (High Dynamic Range) at IBC 2015, the World of Electronic Media and Entertainment Conference & Exhibition to be held in Amsterdam, the Netherlands from September 11th (Fri.) to 15th (Tues.)

- ❑ HDR is a technology for expanding the range of brightness that can be shown in TV images. It enables faithful expression of scenes with strong contrast between light and shadow, such as in football coverage, and also those with strong reflection off glass or metal. NHK has developed an HDR system compatible with conventional TV systems in collaboration with the BBC (British Broadcasting Corporation).
- ❑ This path-breaking 8K HDR LCD was developed jointly by NHK and Sharp Corporation to apply the HDR technology to 8K (Super Hi-Vision) TV. The addition of HDR to 8K images will further enhance the appeal of 8K.



Conventional Image



HDR Image

*The HDR image can also reproduce the bright areas of the sky, pitch, and stands.

(Attachment)

Table 1: Main Specifications of the 8K HDR LCD

Screen size	85-inch (about 190 cm x 105 cm)
Number of pixels	7,680 horizontal x 4,320 vertical
Frame frequency	60 Hz (120 Hz refresh)
Bit-depths	Equivalent to 12 bits for each of R, G, and B
Maximum luminance	1,000 cd/m ² or more
Contrast ratio	100,000 : 1 or more
Coverage of color space*	77 %

* Recommendation ITU-R BT.2020 in the xy chromaticity diagram



Figure 1: External View of 8K HDR LCD