

2002 Open House

"We Want Happiness to Bloom"

The 56th NHK Science & Technical Research Laboratories Open House was held from May 17 to May 19, 2002. This year's STRL open house was the first since the new STRL research complex was completed. Thirty-two exhibits presented STRL's research under the catch phrase "We Want Happiness to Bloom -Egg or Chick? Next Generation Broadcast Technologies". These included technologies to enhance the attractiveness of digital broadcasting, as well as fundamental technologies that will serve as the foundation of future broadcasting services.



On May 15, prior to the open house for the general public, the STRL opening commemoration ceremony was held. The ceremony began with a greeting from STRL Director-General, Dr. Osamu YAMADA, followed by an address from NHK President, Mr. Katsuji EBISAWA, and a congratulatory address by Professor Yoshihisa NAKAMURA, Director-General of the Tohoku University Research Institute of Electrical Communications. Events for the general open house on the 17th included keynote addresses by Director-General YAMADA and Professor Byron Reeves of Stanford University, and technical presentations reporting on the latest studies of STRL.

More than 20,000 people visited the open house, and we received many positive comments, such as "it was really fun," and "it helped me to better understand the latest technologies." The suggestions of attendees will be used to enhance next year's open house.

STRL Opening Commemoration Ceremony Welcome Address (summary)

Osamu YAMADA, Director-General, Science & Technical Research Laboratories



The Science & Technical Research Laboratories, as pioneers in broadcasting technology research and development, have contributed greatly to the advancement of broadcasting, not only in Japan but also on a global scale. Presently, major research results, such as HDTV, digital broadcasting, and PDP, are simultaneously coming to the forefront of broadcasting. We pay our respects to the courage and zeal of our predecessors who initiated such studies, which were then thought to be impossible to achieve.

The digitalization of broadcasting has placed us in the most significant period of reformation in the history of broadcasting. With the aim of playing a leading role as a laboratory for the public broadcaster, STRL has compiled its Mid-to Long-Term Vision to give direction to its research for the next

10 to 15 years. One important aspect of research is the implementation and diffusion of the resulting technology. To strengthen our relationship with others working in the broadcasting field, we are going to make positive contributions to standardization activities for enlightening the public and diffusing STRL technologies overseas.

In the days to come, technology will advance at an accelerated pace, and broadcasting will change in a dramatic way. We, the STRL staff, have renewed our strong determination to advance superior research topics considered from the standpoint of our viewers, helping our laboratories grow into a broadcasting technology research center where outstanding researchers gather, not only from Japan, but from throughout the world.

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CONTENTS

Top News

2002 Open House: "We Want Happiness to Bloom"	1
STRL Opening Commemoration Ceremony	
Welcome address	1
President's Address	2
Congratulatory Address	2

Feature

2002 STRL Open House Exhibitions	3
Technical Presentations	8
Opening up Future Broadcasting	11
How do people make sense of new media?	12

Lecture

Technologies and Services on Digital Broadcasting (5): Overview of MPEG-2 Systems	16
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About us

Overview of Laboratories	14
--------------------------------	----

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