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www.nhk.or.jp/strl

NHK Technology

NHK STRL 2012-2014 R&D Plan

At STRL, we have always tried to visualize where broadcasting could be in ten or twenty years and have planned our research with that vision in mind. We discuss research topics and directions that we should be taking, while incorporating opinions and ideas from our viewers and experts in related fields. These efforts have increased the quality of our broadcasting, enhanced its convenience for our viewers, and led to a consistent process of research and development, from theory to application and from devices to systems.

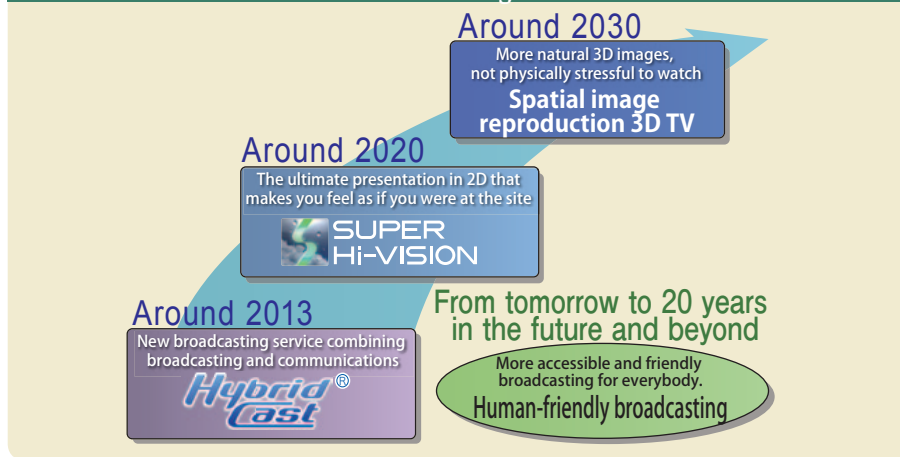
In the next three years, STRL will advance with its development of Super Hi-Vision (SHV) and three-dimensional television. It will also prepare for the early implementation of Hybridcast®, a service that combines broadcasting and communications. Research and development on human-friendly broadcasting will also

continue on improving closed-caption and sign-language services, to enable everybody to enjoy broadcasting.

In the wake of the digital switchover, we will continue to work on highly immersive broadcasting, including Super Hi-Vision (SHV) and 3D television, and devise fundamental technologies for broadcasting services that combine broadcasting and communications, with the goal of building user-friendly broadcasting with rich content.

Following this basic agenda, STRL has designated three core research areas: "broadcasting service using broadcasting and communications," "highly-immersive broadcasting," and "human-friendly broadcasting." We will research the necessary technological fields, ranging from devices to systems, to attain these goals.

Future R&D goals



From the Editors

During the London Olympics in July and August 2012, NHK, in cooperation with the BBC and OBS, held public viewings of Super Hi-Vision at nine venues in U.K., U.S.A. and Japan. Approximately 220 thousands people came to the venues, and this project was successful. In August, Super Hi-Vision was also approved as an international standard by the ITU-R. Our efforts to bring Super Hi-Vision to the public are making steady progress all over the world, and with an eye to deploying Super Hi-Vision broadcasting as soon as possible. NHK Science & Technology Research Laboratories will accelerate research and development on the Super Hi-Vision technologies such as camera, video editing, video compression, transmission, broadcasting, display and audio.

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Address: 1-10-11, Kinuta, Setagaya-ku, Tokyo, 157-8510, Japan

Phone: +81(0)3-5494-1125
Fax: +81(0)3-5494-3125

<http://www.nhk.or.jp/strl/english/index.html>

Editors

Shuichi FUJISAWA, publisher, Head of STRL
Ryo IKEZAWA, editor-in-chief
Masakazu IWAKI, editor
Norihiko ISHII, editor
Narichika HAMAGUCHI, editor
Kanao NISHIZAWA, editor

Layout & Design :
Yohko OHTA, Masami OHNISHI,
DTP : Media-jin, Inc.