

# From the Opening Ceremony

## Opening Address

Katsuto MOMII, NHK President

I would like to express our sincere gratitude to all of you for attending this opening ceremony for the open house of NHK Science & Technology Research Laboratories. We would like to also take this opportunity to express appreciation for your continuous support of NHK's activities.

As the sole public broadcaster in Japan, we have been making sincere efforts to provide the public with various information and contribute toward a more enriched broadcasting culture in Japan. With our keen awareness of the importance of our long history and traditions, we are resolutely determined to live up to the expectations and trust of our viewers through accurate, fair, yet prompt news reporting; diverse high-quality programming; enhancements to provide world-class, large-scale programming; and regional broadcasting.

Under NHK's current corporate plan, a wide range of advances are being made to fulfill our four main objectives of "Serving the Public," "Maintaining Trust," "Creating Future," and "Reforming and Invigorating Ourselves." In particular, "Creating Future" represents the leading role taken by this Science & Technology Research Laboratories to further promote research and development of new broadcasting technologies and continue contributing to a rich broadcasting culture.

The R&D for our main project, "8K Super Hi-Vision," continues to accelerate. Another notable example of enriched and diverse broadcasting services involves the integrated broadcasting and broadband service "Hybridcast," which was launched in September of last year. It combines a variety of relevant information from a communications network with a central broadcasting service.

It is our desire to deepen our collaboration with those in related institutions and organizations to speed up our advances in an all-Japan effort.

The mission of the Science & Technology Research Laboratories entails the promotion of broadcasting technology R&D to generate new values, leading to the advancement of broadcasting culture. As we face and respond appropriately to the challenges of future technological innovations and changing social environments, we are determined to maintain our leading role in the development of broadcasting technology in Japan and the world with a challenger's spirit.

In conclusion, we sincerely ask all of you in attendance for your continued support in our endeavors. Thank you again for coming today.

**Welcome Speech**

**Shuichi FUJISAWA,**  
Head of NHK Science & Technology Research Laboratories

I would like to express our deep appreciation for your having taken the time to attend the opening ceremony of the 2014 open house at the NHK STRL. NHK's STRL has been in operation for eighty-four years, since its founding in Kinuta in 1930, and is hosting its sixty-eighth open house this year. This could not have been possible without your generous support.

This year's open house has the theme: "Heart to Heart Technology." Thirty-one exhibition items have been selected, to represent our desire to provide an emotional viewing experience with extremely immersive broadcasting through 8K Super Hi-Vision and a natural, easy-to-see, three-dimensional television system, along with our determination to enable as many people as possible to enjoy convenient, attractive broadcasting services, including Hybridcast and human-friendly broadcasts.

With regard to the 8K Super Hi-Vision system, the Next generation Television and Broadcasting Promotion Forum (NexTV-F) is taking the lead in the work toward its implementation on a national level. This year's open house covers its elemental technology activities, which range from the program production, transmission, and reception of test broadcasting in 2016 to regular broadcasting in 2020.

Hybridcast launched its services in September of last year, approximately four years after research on it began at STRL. I understand that its receivers are steadily selling in the market.

New advanced integrated broadcasting and broadband services were introduced for the Sochi Olympics in February of this year, including a "chase play service," with which a program currently being broadcast can be rewound and watched from the beginning, similar to stored programs.

This year's exhibitions featured a new Hybridcast system that is even more advanced. We ask for your candid comments and reviews after your tour. We thank you again for coming to join us today.