

How STRL makes contact with NHK viewers

The Science and Technology Research Laboratories (STRL) hold various exhibitions in an effort to make our wide range of research known to NHK's viewers.

Every year in May, NHK STRL holds an open house to showcase our major research results. The open house consists of exhibits showing the actual equipment that we have developed and guided tours by STRL researchers who give easy-to-understand highlights of the exhibits. It also features activities like Nattoku Terebi Juku ("Let's learn how television works") for parents and children and the "Experience Exhibition" that gives visitors hands-on exposure to the latest technology. Together with poster exhibits intended for specialists, these exhibits and activities appeal to a broad range of visitors.

STRL's research results are also displayed at events held by broadcast stations throughout Japan. In FY2010, 38 events were held at broadcast stations and event spaces in Japan, and they were well attended by parents and their children.

Exhibitions are not the only way that we make contact with viewers; the first-floor entrance of the NHK STRL building is open to the general public, and it has spaces for displaying our R&D results. The entrance was renovated in March 2011, and it now has a public Video Lab and Audio Lab. The Video Lab currently has exhibits on "Integral 3D TV," which can display a natural 3D image without the need for special glasses, and presentations on ultra-high-speed cameras and ultra-sensitive cameras. The Audio Lab gives visitors a chance to inspect audio technology for reproducing 3D sound fields and an "insect microphone" able to pick very faint sounds in nature. The labs also feature experiential exhibits. One is a fun game based on speech recognition; another features a radio with speech rate conversion technology that slows down broadcast audio while preserving the naturalness of voices. In addition to having exhibits of research results, the first floor has facilities for viewing previously broadcast programs through NHK On-Demand and programs stored in the NHK Open Program Library.



NHK STRL Open House 2010



Experiential exhibit of audio technology



Renovated entrance of NHK STRL



Integral 3D television



Experiential exhibit of speech recognition technology