



World's First 8K International Coproduction: The Louvre and NHK

TOKYO, September 13, 2016- NHK has created an 8K program in an international coproduction with French art museum the Louvre, for test broadcasts of 8K (Super Hi-Vision) just started in August. This marks the first international coproduction to be created entirely in 8K.

Shot over 10 days in January this year, the program includes footage of nine of the world's greatest pieces of art belonging to the Louvre, including the *Venus de Milo* and the *Mona Lisa*. The latest technology including wide color gamut and HDR (High Dynamic Range), has been employed to deliver a broader spectrum of colors and contrasts to create an image of such quality and depth that it will give viewers the feeling of being able to reach out and touch the artworks. The images will allow true perception of depth through the screen. The program will also let viewers enjoy 8K's 22.2-multichannel sound.

NHK hopes that the high regard that the Louvre, the world's most famous art museum, has for 8K will help accelerate the spread and understanding of the format among those in the field of art.



Images des collections et des espaces du musée du Louvre - Paris / Coproduction 8K NHK - Musée du Louvre

"Mona Lisa" Experience the different expressions in her left and right eyes

8K Program "The Louvre: A Time Transcending Beauty" (59mins)

◆FEATURES

The Grand Gallery of the Museum

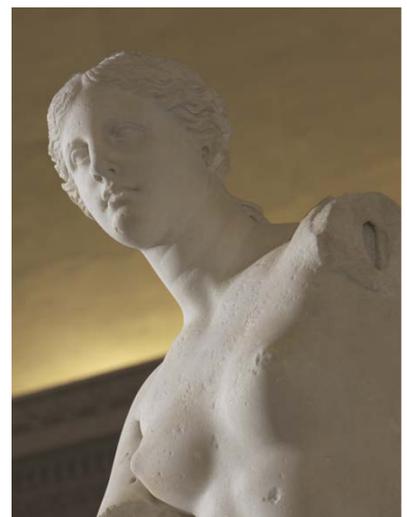
A crane camera pans down from the gorgeous engravings of the ceiling, showing the numerous famous works of art that cover 350 meters of wall. Enjoy the feeling of actually being in the Louvre.

Winged Victory of Samothrace

The program delivers close-up views of statues from various angles that cannot normally be seen. An entirely new perspective of the Winged Victory of Samothrace pursued by 8K.

Fra Angelico: The Coronation of the Virgin

An early Renaissance masterpiece of religious art. The painting's liberal use of shining gold and lapis lazuli blue are brought to life via 8K HDR in a way that only it can.



◆BROADCAST SCHEDULE

From Mid-November, test broadcasts in NHK 8K (Super Hi-Vision)

*Viewing available at NHK Stations across the country

◆PREVIEW SCREENINGS SCHEDULE

France – October 25 (Tue) *A preview screening with the Louvre, for people associated with the museum