

2004 STRL Open House

Dreams ON AIR:

Welcome to the Fantastic Future

The 58th STRL Open House ran from May 27th to May 30th and attracted 27,871 visitors.

Its theme was celebrating the beginning of the digital TV era and the fantastic future that will see the rise of new forms of broadcasting. It presented the results of a total of 40 research projects, including ones on integrated services TV and mobile terminals. Besides an overview of future digital broadcasting, there were exhibits on Super Hi-Vision and fundamental technologies for next-generation broadcasting services.

The opening ceremony was held on the 25th, before the exhibits were opened to the general public. The Director-General of STRL, Sei Miyake, concluded his welcome with the words: "It is our determination to continue to devote ourselves to research, so that in 10 to 20 years, future generations of our children and grandchildren will benefit, and appreciatively say that 'we owe the researchers of that time for the prosperous broadcasting culture that we are enjoying now.'" The opening ceremony then proceeded with a speech by NHK's President, Katsuji Ebisawa, and congratulatory addresses by Mr. Genichiro Sata, Chairman of the Committee of Public Management, Home Affairs, Posts and Telecommunications at the House of Representatives, and Mr. Shuntaro Kageyama, Chairman of the Committee on General Affairs at the House of Councilors.

This event also involved addresses on the 27th by Professor Shinsuke Shimojo of the California Institute of Technology, and Professor Kenichi Iga, Executive Director of the Japan Society for the Promotion of Science and the President of IEICE. Ten presentations were delivered by STRL researchers on the 28th.



Presidential Address

Katsuji EBISAWA, President, NHK

The open house of the Science & Technical Research Laboratories is held every year with the aim of presenting NHK's research and development results to our viewers and to ask for their opinions about them. This year marked the 58th open house. Recent advances in information technology have been extremely rapid, not allowing a free moment to take our eyes off the trend. A thorough understanding of such developments is necessary to avoid business management failures during these volatile times. NHK is pursuing its research and development while maintaining a keen awareness of this highly competitive environment, and this open house will enable visitors to experience some of our latest accomplishments.

NHK is totally committed to digital terrestrial broadcasting diffusion and promotion activities in cooperation with commercial broadcasters; we are informing our viewers of the merits of digital broadcasting. As broadcasting has come to link itself to communications, we are also constructing a service terminal through which our viewers can receive services that will be more useful than ever before and we are working together with communications companies and manufacturers to make the terminal.

My motto is "broadcasting is a culture founded on

technology." In fact, STRL initiated its television research seventy some years ago, after having recruited Professor Takayanagi of Hamamatsu Technical High School, who had been the first Japanese to project the letter "イ" on a Braun tube.

After the war, STRL developed into an institute that has consistently led the world in broadcasting technology, from BS broadcasting to Hi-Vision (HDTV) and other systems. It is our desire to utilize these technologies effectively to enhance the culture and welfare of our viewers, as well as to promote international exchanges.

One especially notable item on exhibit at this open house is the ultrahigh-definition video system with 4000 scanning lines. We have nicknamed this system "Super Hi-Vision." It will debut on the world scene by presenting breathtaking images at the World Exposition in Aichi prefecture next year. We will also continue our work that will benefit broadcasting in the future, such as our work on ultrahigh-sensitivity cameras and flexible displays, and we will need to have a global perspective.

I sincerely ask for your continued cooperation and support for our activities.

