



Demo trailer on TV series Bardot (Fédération Studio France / France Télévisions)

## **Discover VIVID**

Transforming the UHD Experience with Innovation and Excellence

www.theUWA.com



# The UHD opportunity "better pixels" not just more pixels

What is UHD?

In addition to higher resolutions (4k, 8k...), a wide range of video and audio enhancements based on standards:

HDR (High Dynamic Range),
WCG (Wide Colour Gamut)
NGA (Next Generation Audio)

all of which enhance the consumer experience and contribute to viewer retention.



#### What is Vivid

- A new global UHD standard benefitting from the latest innovations and focusing on other benefits than "just" higher resolutions which aren't necessary to enjoy this nextgen audiovisual experience
- > Adressing multi-device, multi context experience
- > A royalty-free business model democratizing the UHD usage
- > A massive roll out in China, coming to Europe





#### What is Vivid

#### The features



- The highest definitions (starting from 1080p to 2k, 4k, 8k...)
- Twice more colors
- Boosted brightness (up to x100) and optimized brightest and darkest parts of an image.
- Dynamic metadata technology continuously adjusting brightness and colors.



- Al powered audio
- Immersive audio experience precisely positioning sound sources in a 3D space.
- Also adapted to Automotive and Home Systems.



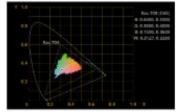


## More colors, more brightness, more definition

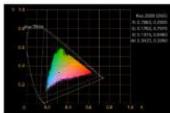


HDR / WCG for more realistic color and richer details









- Brightness: 40 times more than SDR
- Color: 70% more than BT.709





# Al powered 3D audio



3D sound brings an immersive listening experience



**STEREO** 



3D sound

- 128 objects rather than left and right channels
- 7.1.4 loudspeaker and binaural playback





# Vivid: a multi-device, multi context experience



#### On the go

A personalized immersive experience with spatial audio



#### At home

An immersive and artistically appealing experience comparable to a cinema or concert hall

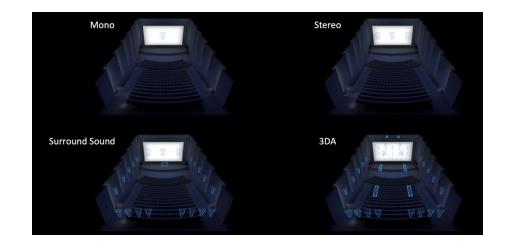


In the car

A more immersive experience in a multi-speaker environment



#### In theaters







# Vivid market roll out done already in China

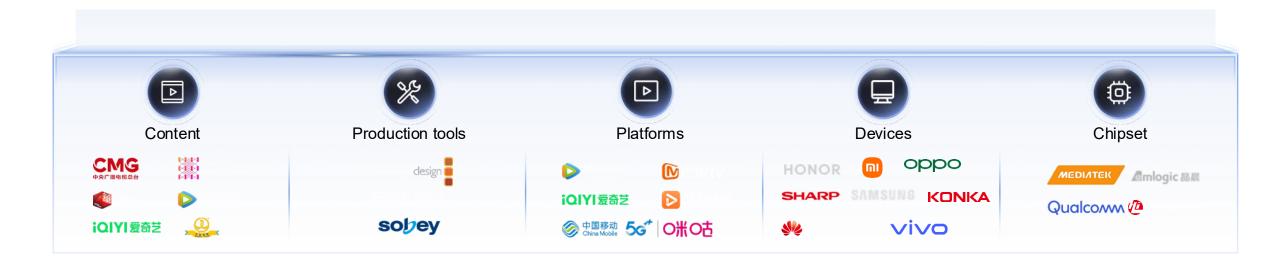
- > A complete and operational production chain, still expanding
- Massive content treatment
- Devices & use cases expansion





#### Vivid market roll out in China

> A complete and operational production chain

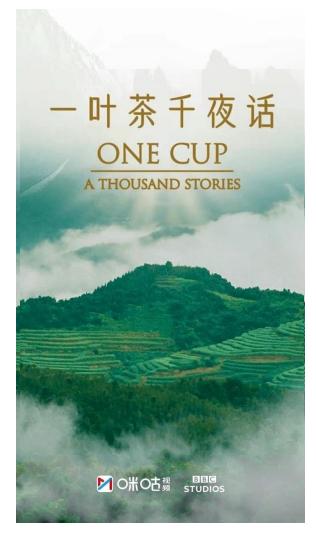


112 organizations joined the HDR Vivid ecosystem 84 organizations joined the Audio Vivid ecosystem.





### Vivid market roll out in China / use cases









- ➤ BBC Studios and Migu produced an HDR Vivid version of the documentary: "One Cup, A Thousand Stories" and engage the audience into a UHD world of the tea history across China and in the Western society.
- Migu released also in HDR Vivid several other BBC documentaries such as "Frozen Planet "and "Big Blue.
- The BBC documentaries "A Perfect Planet" and "Planet Earth II", exclusively streamed on Tencent Video in China, have also launched HDR Vivid versions





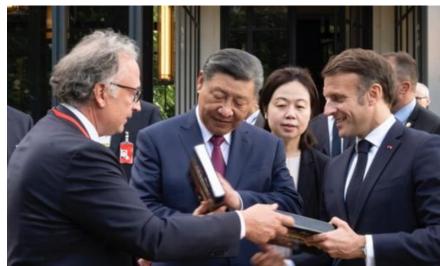
#### Vivid market roll out in China / use cases













French producer The Explorers released numerous 8k HDR and Audio Vivid documentaries for a unique immersion into historical and geographical heritages.





#### Vivid market roll out in China

> 1127 models (30 brands) from six types of devices have passed certification

TV sets, smartphones, tablets, set-top boxes, PCs, and projectors

Initial applications of Vivid in automotive and home systems got also started

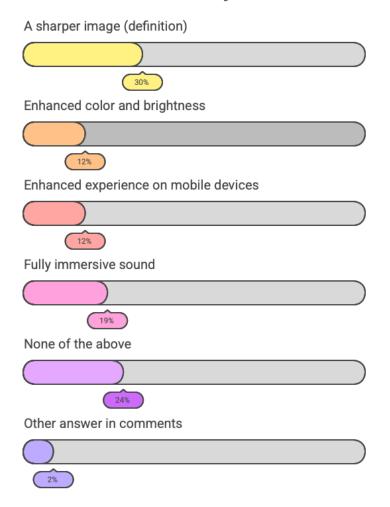
Models from companies such as Harmony Intelligent Mobility Alliance, Great Wall Motors, Chery...





# Vivid market roll out coming to Europe

### Importance of Visual and Sound Quality Features



UHD demands is there among viewers!

UHD part of premium OTT tiers:

- enhancing QoE with more expected benefits than 4k
- acquisition, monetization, retention benefits





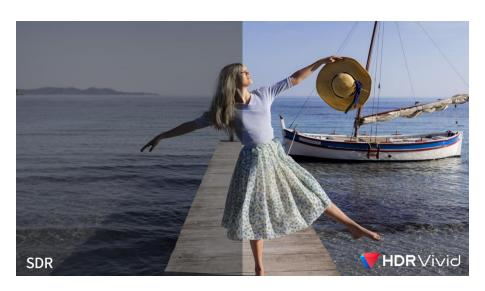
# Vivid market roll out coming to Europe

- > European members joining the ecosystem
- Vivid European content creation training
- First use cases 2025/26





## Vivid market roll out coming to Europe



VIVID Trailers demonstrated during Cannes Film Festival from the series *Bardot* (Fédération Studio France on France Télévisions), the documentary #Hvaldimir (Mediawan-Imagissime / Miluna on Canal+), the series Winter Palace (Oble / Point Prod on RTS / Netflix).

A new content experience







# Why joining Vivid?



For platforms

For producers

> Highest artistic & audience impact

> Artistic intention preserved on all devices

> Business development with China and Asia

Royalty free

**Smooth implementation** 





#### **How to join Vivid?**

#### **Become a UWA member!**

- An international, non-governmental, industrial and non-profit association dedicated to promote and develop UHD industry with its flagship royalty free Vivid standard.
- Members are enterprises, research institutes, professional institutions in UHD product manufacturing, video transmission, content production, applications and services.
- Started in January 2022 in China, now 430 members from 23 countries.





#### **How to join Vivid?**

#### **Become a UWA member!**

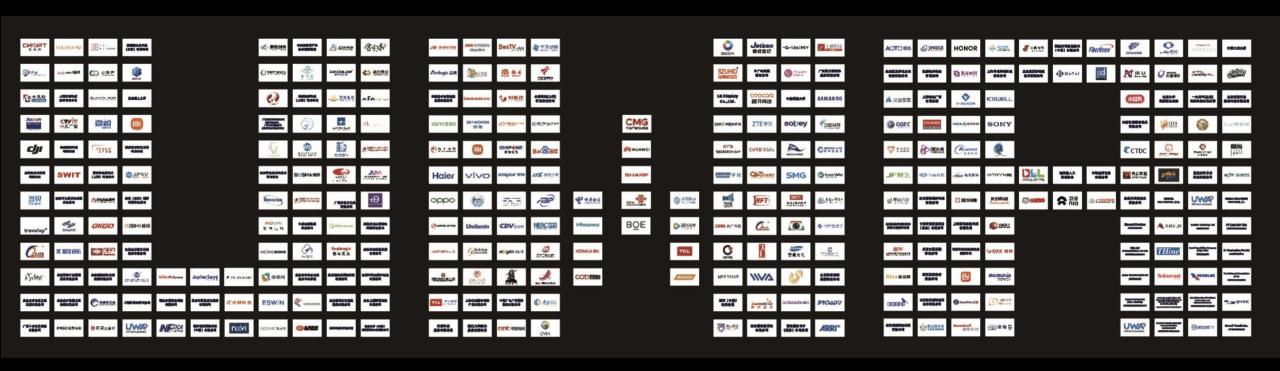
- Be informed: exclusive technical & market updates and networking
- Be trained: worshops and sharing with experts
- Develop new markets: events (Europe, UWA summit in China) and networking

➤ And membership is FREE!





# Join us!





### How to meet and join UWA?

**≻**Online

https://uhd-world-association.com

LinkedIn

White papers

https://uhd-world-association.com/uwa-resources/











mipcom.

info@theuwa.com

>direct meetings

remi@theuwa.com / +33 6 24 62 15 79



# THANKS!

# MERCI!

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