VISIT US AT ib 2016

September 9-13 Hall 8 - Booth B.68

sonovts

ENVISION THE NEXT

liaHDR

360°

THE liaHDR RESEARCH PROJECT HAS STARTED

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First results of algorithms developed within this project will be demonstrated during IBC 2016 at the sonoVTS stand B68 in hall 8.

The increase of the dynamic range (HDR – High Dynamic Range), that is ideally close to the performance of the human eye, plays a decisive role in the realization of an immersive television experience. Thanks to the tremendous technical developments of camera sensors, the dynamic range of high-quality moving image cameras can reach values that can be referred to as HDR. Even though today's displays are incapable of reproducing this increased dynamic range, a dynamic compression is essential.

The goal of this collaboration project called **live immersive adaptive High Dynamic Range** (liaHDR) is to find an overall solution that will enable an immersive HDR from recording to playback, from glass to glass, such as for high-end live broadcasting.

With a new type of 360° camera that compared to today's cameras, has a clearly extended dynamic range, a real-time and a backward compatible process for the automatic dynamic adaptation, and a high-quality HDR – display; this overall solution allows the viewer to have a new, close to reality, immersive visual experience.

The live immersive adaptive High Dynamic Range (liaHDR) project that will take place from 2016 to 2018 is a collaboration between three partners: The department of Engineering of the University Rhine Main, Solextrix GmbH from Nuremberg and sonoVTS GmbH from Feldkirchen near Munich.The project is being co-funded by the Federal Ministry of Economy and Energy (Bundesministerium für Wirtschaft und Energie – BMWi) in line with the Central Innovation Program (ZIM).

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