

5 things you need to know about Ultra HD

1 It's more than 4K.

Ultra HD offers high dynamic range, wide color gamut and high frame rates, to name just a few of the cutting-edge technologies that make Ultra HD look great.

2 It's here now.

The consumer market is already moving to Ultra HD, and vertical markets are moving in the same direction.

3 It works on any screen.

Even on a small screen you can see more colors, higher contrast, and increased brightness with Ultra HD.

4 Content is already available.

Ultra HD Blu-rays are being licensed and online providers are already streaming it. The content is here.

5 Your customers are asking for it.

And if they aren't, they will be soon. Once people see Ultra HD in their living rooms, they'll expect it everywhere they consume video.

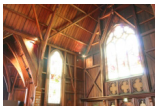
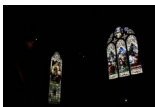
videon
simply moving media

Got questions?

Call Rebecca at 814 235 1111 x367

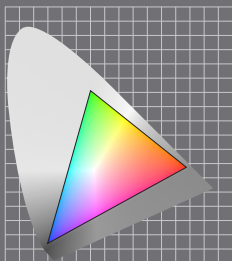
HIGH DYNAMIC RANGE

Increased dynamic range shows detail in shadows and highlights

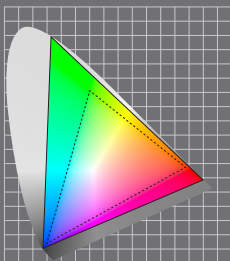


WIDE COLOR GAMUT

HD shows 35% of the colors we can see. UHD shows 77%.



1080p



Ultra HD (4K)

BRIGHTNESS

Ultra HD (4K)



6 times brighter with higher contrast

1080p



HIGH FRAME RATE

60

Ultra HD

24

1080p

Over twice as many frames per second

RESOLUTION

