UHD TV and Immersive Video

Description: Recent technological developments in the audiovisual field, through new formats and innovative equipment, are providing greater immersion and improving our representation of the real world.

This report presents the current state of Ultra-High Definition TV and immersive technologies (360° video and virtual reality).

The concepts and viewing methods are presented along with an overview of current UHD services and the first forays into immersive video.

The impact of the new formats along the video value chain are also analysed. Finally, we take a detailed look at the major challenges faced by the television, Internet and consumer electronics industries regarding these innovations.

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Emerging video formats
- Video technologies to improve image quality
- Video technologies to improve immersion

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- Majority of initiatives focusing on 360° video

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- VR headsets, new product category needed to experience VR content

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- Challenges for Internet players
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- Barriers to 360°/VR growth

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