

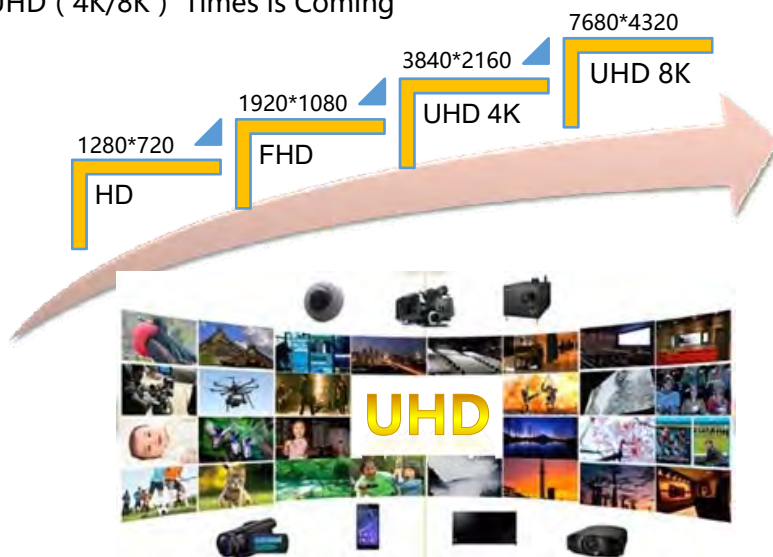
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## 1. The Industry of UHD TV

UHD ( 4K/8K ) Times is Coming

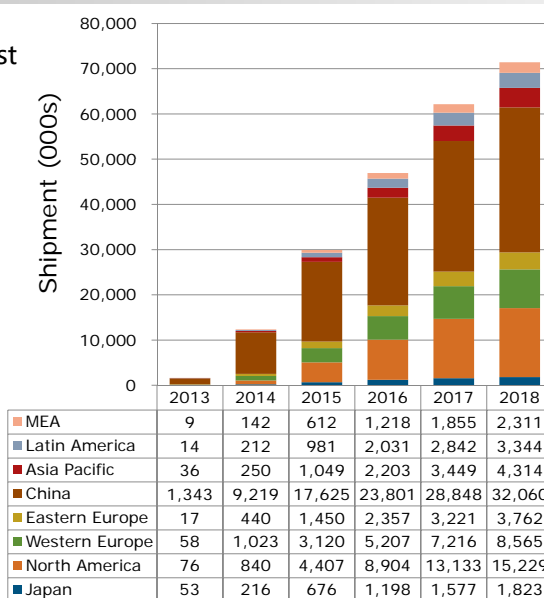


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## 1. The Industry of UHD TV

UHD TV Shipment Forecast

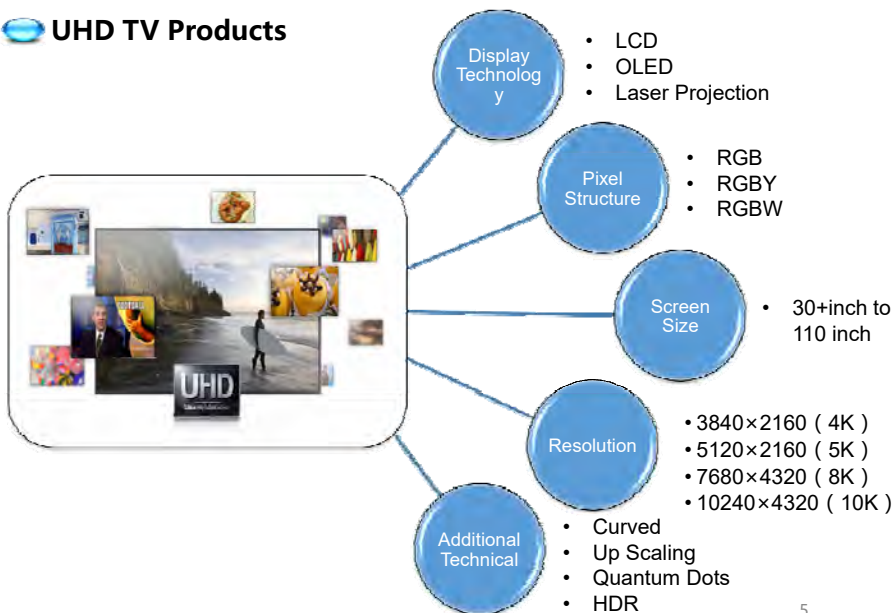
According to the forecast report released by Display search, the total shipment of 4K products are expected to 71.4 million units in 2018, compared with 1.6 million units in 2013. During the five years from 2013 to 2018, china always be the biggest part of global 4K shipments.



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# 1. The Industry of UHD TV

## UHD TV Products

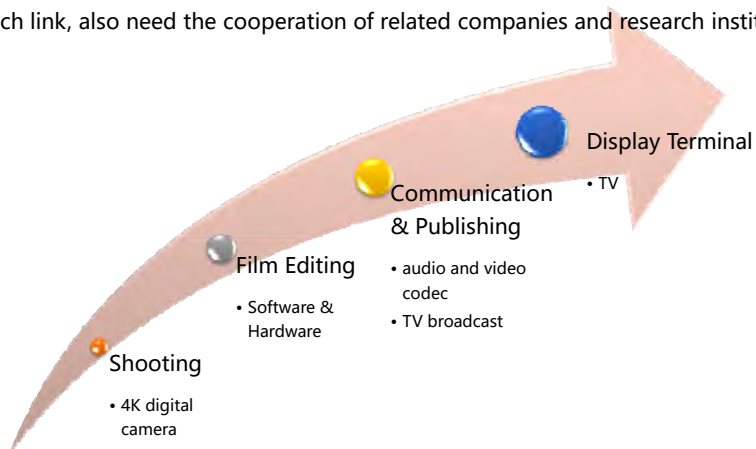


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# 1. The Industry of UHD TV

## The Whole Industry Chain of UHD TV

Same as the SD or HD television industry chain, The UHD TV is also divided into "shooting", "film editing", "communication & publishing" and "display terminal" four links. The development of UHD TV industry, need the mutual improvement of each link, also need the cooperation of related companies and research institutes.



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## 1. The Industry of UHD TV

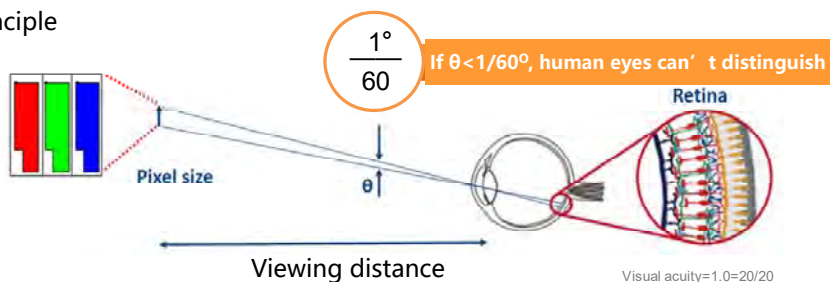
**THE APPLICATION OF LARGE SIZE UHD TV**

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## 2. The Characteristic of UHD TV

### The Distinguish Limits of Human Eyes

Principle



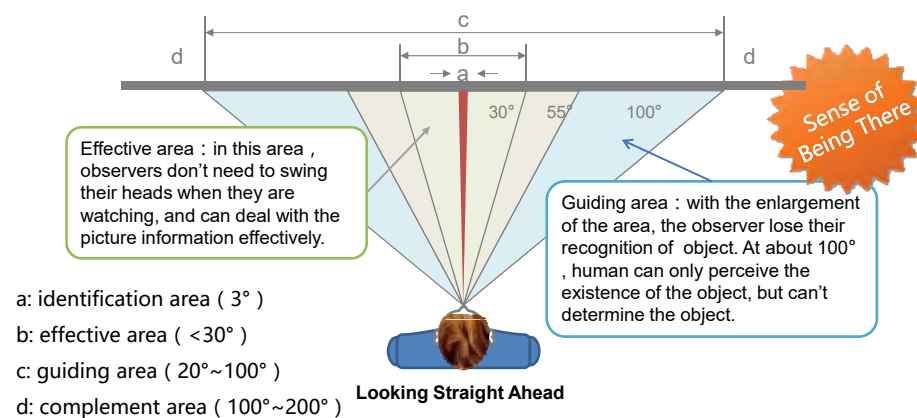
#### Retina Display Definition :

- When the pixel size is smaller than the human eye distinguish limits, the screen is defined as a retina display ;
- Viewing distance is the key factor, it determines the Retina screen pixel size, and determines the PPI (how many pixels per inch) ;

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## 2. The Characteristic of UHD TV

### The basic rules of human visual system — field of vision

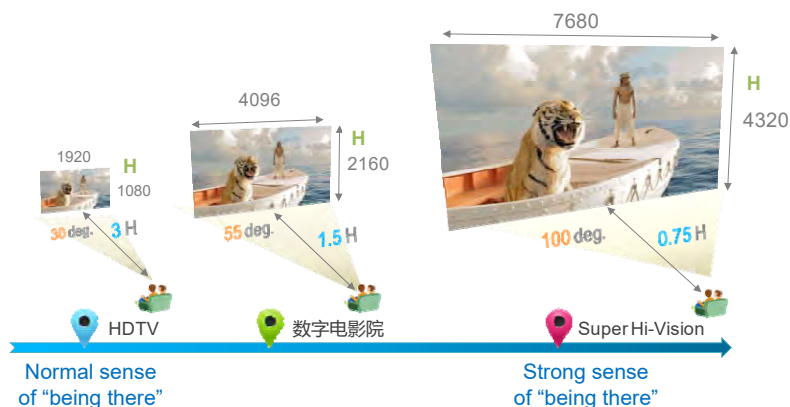


- The principle of UHD TV can bring people a better watching effect

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## 2. The Characteristic of UHD TV

### Better Visual Experience of UHD TV



- UHD TV can provide a better visual experience, its main method is to cover most area of the human eyes by larger display area.

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### 3. UHD Terminology Introduction

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#### Main Contents :

- UHD
- UHD display
- UHD TV
- 5K/ 10K display
- Response time
- Rise/ Fall time
- Residual image
- Picture/ Dynamic definition
- Ambient light control
- Dynamic backlight
- Subjective assessment
- Color gamut area
- Sense of immediacy
- etc.

#### Project progress :

- We' ve already got some comments to help us to improve, mainly on grammatical construction. We wish to get more comments from experts in this area.

#### Next Plan:

- Call for experts to join this project, and the SS1 (UHD technology).
- Call for comments to help us improving the documents.
- New version will be released next meeting

END

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**THANKS**