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**ULTRA HD FORUM TOPS 55 MEMBERS, MAKES INDUSTRY GUIDELINES PUBLIC, AND ANNOUNCES PLUGFEST #2 IN AMSTERDAM**

**Fremont, California - September 6<sup>th</sup> 2016** – After extensive consultations, the Ultra HD Forum has made the latest version of its industry Guidelines public prior to IBC. Along with thorough internal reviews of the Guidelines, the following bodies were also consulted for comment: ATSC, CableLabs, CTA, DASH Industry Forum, DECE, DVB, EBU, HDMI Forum, MovieLabs, SCTE/ISBE, SMPTE, UHD Alliance and the Video Services Forum (VSF). The now public version of the Guidelines incorporates all these groups’ input.

The Ultra HD Forum Guidelines Working Group is currently working on future versions of the document, which will include more details on security (such as forensic watermarking), describe support for technologies currently emerging in the marketplace (such as object-based and personalized audio, HFR, and others), and investigate advanced backward compatibility techniques.

“Making our UHD Guidelines public just before IBC 2016 was an important milestone. There are already several products displayed at the show that implement our recommendations,” said Sony’s Don Eklund, Co-Chair of the Ultra HD Forum’s Guidelines Working Group.

The Forum’s Plugfest #2 will be held immediately after IBC, and will be hosted by KPN in Hilversum. The focus will be on HDR including HLG on STBs and TVs. The event is by invitation only, but interested parties can get in touch through our Web site or by email to [ian.nock@fairmilewest.com](mailto:ian.nock@fairmilewest.com).

“As a new Forum member, KPN is excited to be hosting Plugfest #2 to get to grips with HDR interoperability,” said Arian Koster, head of new TV Ideas at KPN.

“The Forum has reached 55 members, with newest members such as Brightcove, TNO, KPN and SCTE/ISBE, continuing to show our relevance to all parts of the ecosystem,” said Ericsson’s David Price, Chair of the Forum’s Communications Working Group.

Harmonic’s Thierry Fautier, the Forum’s president, said, “The Forum is proud to host a Masterclass on UHD focused on HDR deployment as part of the IBC conference program on Monday, September 12, in the RAI’s Emerald Room. We’ll give the first detailed presentation of our Guidelines that are now public. I’m also happy to announce that the Masterclass will be followed by a social event at 19:30, at Level 11, by the Amsterdam Central Station. Our media contact will be happy to arrange an invitation for you.”



### **About the Ultra HD Forum**

Formed in 2015, the Ultra HD Forum is the global organization responsible for promoting market adoption of Ultra HD by defining industry best practices for the phased introduction of the wide set of technologies facilitating the next-generation television experience. The organization facilitates interoperability testing and collaborates with industry standards bodies to align standard development activities. A list of over 60 participating member companies and additional information about the organization is available at <http://ultrahdforum.org>.

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