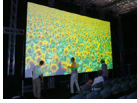


IBC: What's Coming After Hi Def?

Written by Bob Snyder
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The "Content" show for broadcasters is coming again in September. There are two attractions you'll want to see **IBC 2010**:

This year, on Monday 13 September at 18:30, there will be a complete screening of *Avatar (Special Edition)*

courtesy of 20th Century Fox International and by permission of Lightstorm Entertainment.

This new special edition contains **an additional eight minutes of content** over the original film and will be screened using the Real D stereoscopic 3D system. Admission is free.

Also take a look at **NHKSUPER Hi-Vision**, promoted as *What's Next After Hi Def*, with its **astounding 7680 x 4320 resolution – more than 16x that of high definition**

– and 22.2 audio channels.

Developed by Japan's NHK, it now enjoys full-resolution cameras, featuring three image sensors of 33 million pixels each. One of these will be set up permanently in the centre of Amsterdam, sending live pictures back over fibre to IBC. Staff from NHK and business partners will talk about the practical implementation for museums and galleries, screens for major events, and— eventually— broadcast to the home.

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