Philips and InterDigital showcasing SL-HDR, VVC codec and V3C Immersive Codecs for SBTVD TV3.0 at SET EXPO 2022.

Booth 63 presented by Fraunhofer IIS, Philips, and InterDigital

Technologies for SBTVD TV3.0 at SET EXPO 2022

**Award-winning**

Advanced HDR by Technicolor® solutions unlock HDR content for SBTVD TV2.5 and TV3.0 standards

As the industry transitions from a standard dynamic range (SDR) to high dynamic range (HDR) environment, Advanced HDR by Technicolor® is a next-generation solution that supports industry effort to rapidly make as much HDR content available to as many markets as possible. The latest “round-trip” feature from Advanced HDR by Technicolor automates the SDR-HDR and HDR-SDR conversion process for live-TV and post-production operations while maintaining the original intent of the content creators. Advanced HDR by Technicolor’s unique single layer HDR (SL-HDR) distribution solutions enable content owners and distributors to ensure perfect SDR backward compatibility delivering the highest HDR quality rendering with dedicated display adaptation. The round-trip production and SL-HDR distribution features will both be demonstrated at our booth. To learn more, visit: [https://advancedhdrbytechnicolor.com/](https://advancedhdrbytechnicolor.com/).

Versatile Video Coding – The Next Generation Video Codec

The booth will showcase the capabilities of Versatile Video Coding (VVC), the most current state-of-the-art next generation video codec. The VVC video coding standard, jointly developed by MPEG (ISO/IEC) and VCEG (ITU-T) in the Joint Video Expert Team (JVET), has been published by ISO and ITU-T. VVC surpasses High-Efficiency Video Coding (HEVC), with an estimated bitrate gain of 40% when compared to HEVC for HD and 4K formats. In 2021, VVC was adopted by SBTVD as the primary video codec for TV3.0.

MPEG Visual Volumetric Video-based Coding - A New Standard for Immersive Video

The booth will showcase new codecs and use cases associated with MPEG Visual Volumetric Video-based Coding (V3C) standard including Video-based Point Cloud Compression (V-PCC) and MPEG Immersive Video (MIV) codecs. Both V-PCC and MIV have been adopted by the SBTVD Forum to fulfill XR requirements for TV3.0. The rising popularity of XR applications has driven the media industry to explore the creation and delivery of immersive experiences through volumetric video which consists of a sequence of frames where each frame is a static 3D representation of a real-world object or scene capture at a different point in time.