



4K HDR Video Transmitted via the JCSAT-3A Communication Satellite To Be Shown at Inter BEE, November 18–20 (Wed.–Fri.)

SKY Perfect JSAT Corporation (Head Office: Minato-ku, Tokyo; Representative Director, President & CEO: Shinji Takada; “SKY Perfect JSAT”) is pleased to announce plans to transmit 4K HDR videos using its JCSAT-3A communication satellite. A demonstration of 4K HDR videos will be shown by the company’s manufacturing partners at the International Broadcast Equipment Exhibition (Inter BEE), held November 18–20, 2015 (Wednesday to Friday) at Makuhari Messe.

For the 4K HDR transmission, an uplink using existing facilities at the SKY Perfect JSAT Tokyo Media Center (“TMC”) will be sent from the JCSAT-3A communication satellite to the Inter BEE venue. Programming will consist of a variety of prerecorded SKY Perfect JSAT HDR video content and live TMC studio programs.

The 4K HDR format itself uses a Hybrid Log-Gamma (HLG) system, jointly developed by the Japan Broadcasting Corporation (NHK) and the British Broadcasting Corporation (BBC) and standardized by the Association of Radio Industries and Businesses (ARIB).

The uplink for the 4K HDR videos from TMC will utilize the JCSAT-3A communication satellite currently used for SKY PerfecTV!’s Premium Service. Building on its current transmission infrastructure and receiving systems to enable 4K HDR broadcasts will encourage development of new technologies that enhance image quality, as well as new video standards.

The multi-channel SKY PerfecTV! service from SKY Perfect JSAT, which introduced the world’s first commercial 4K service, continues to bring viewers new forms of imagery. SKY Perfect JSAT will remain committed to take initiatives that help popularize ever-evolving broadcast technology.

A Closer Look at HDR

HDR stands for “high dynamic range.” This video capture, recording, and playback technology offers a more dynamic range (as expressed by the contrast ratio) than that of current HD video.

Because it approaches the dynamic range of human vision, HDR TV promises to be more natural and realistic than past formats.

Overview of Demonstration

- Project SKY Perfect JSAT 4K HDR TV transmission
- Period November 18–20, 2015 (Wednesday to Friday)
- Viewing Venues Booths of the following Inter BEE 2015 exhibitors
Sony Corporation / Sony Business Solutions Corporation
Toshiba Corporation
Astrodesign Inc.
Kyoshin Communications Co., Ltd.
- Content (1) Prerecorded SKY Perfect JSAT 4K HDR content including soccer, motorsports, concerts, and landscapes
(2) Live TMC studio programs
- 4K HDR Format Hybrid Log-Gamma (HLG) system
- Transmission Equipment
Camera: Sony PMW-F55
HDR Signal Output: S-Log → HLG 1.2 converter
HDR Waveform Monitoring: Astrodesign WM-3206/HDR
HDR Editing: SGO Mistika
- Overview of Transmission

