

## DIGITALEUROPE Announces Initial Findings for Consumer UHD Display Characteristics

### *Press release*

Brussels, 30 September 2013 – In June of this year, DIGITALEUROPE announced the start of its work to develop a UHD logo programme for Ultra High Definition consumer equipment. Today, DIGITALEUROPE announces its initial findings on the baseline capabilities of UHD Consumer Displays:

<b>Native Resolution:</b>	<b>3840 x 2160 Pixels</b>
<b>Aspect Ratio:</b>	<b>16:9</b>
<b>Colorimetry:</b>	<b>ITU-R BT.709</b>
<b>Colour Bit depth:</b>	<b>8 Bit</b>
<b>Frame Rate:</b>	<b>24p/25p/30p/50p/60p</b>
<b>Audio:</b>	<b>PCM 2.0 Stereo</b>

DIGITALEUROPE's 'Beyond HD' Group have concluded that these parameters will form a baseline for Consumer UHD Displays from their first market launches for the short to medium term.

As display technology will continue to evolve, DIGITALEUROPE does not want to speculate beyond these baseline UHD characteristics until the consumer uptake of the new UHD products and services is understood.

John Higgins, Director-General of DIGITALEUROPE notes: *"DIGITALEUROPE's membership contains all of the major TV manufacturers and as such, is in a unique perspective to comment on how the nascent UHD market will develop. While many industry stakeholders speculate on the future UHD market, DIGITALEUROPE feels that the time is right to announce these initial findings to give some guidance to the market on short to medium term UHD Consumer Display capabilities."*

####

For further information, please contact:  
Marco Moragon - [marco.moragon@digitaleurope.org](mailto:marco.moragon@digitaleurope.org)