PRESS RELEASE

Next Generation Audio and Video technologies and the future of broadcast and streaming

Erlangen, Germany: A new webinar series featuring a distinguished panel of experts in standardization, broadcast and production workflows will talk about pioneering solutions for immersive audio and video production, efficient delivery formats and live encoders for broadcast and OTT, as well as creation of enhanced consumer experiences.

While the COVID-19 pandemic is still holding the industry back from getting together and leading valuable conversations, Fraunhofer IIS invited the broadcast industry leaders ATEME, Cobalt, Interdigital, Jünger, Philips, Technicolor and Telos Alliance to join forces and offer a series of three webinars about available solutions to deploy next generation audio and video technologies as well as the latest trends in the broadcast industry.

The consecutive webinars on October 6th, 8th and 13th will gather a panel formed by experts in standardization, broadcast and production workflows. Participants will have the chance to learn all about the necessary steps for the transition to next-generation broadcast and streaming technologies including the most advanced features of MPEG-H Audio and Advanced HDR by Technicolor. These technologies are the key building blocks for the future of entertainment and provide a heightened level of user experience as they open the doors for innovative business opportunities and new content formats.

Demonstrations will also be performed to explain how immersive and interactive sound and truly vivid pictures can be enabled within the limits of today's infrastructures.

The interactive nature of the webinars provides opportunities to ask specific questions, establish contact with renowned experts in their fields and receive practical advice for every workflow.

Head of Corporate Communications
Thoralf Dietz | Phone +49 9131 776-1630 | thoralf.dietz@iis.fraunhofer.de | Fraunhofer Institute for Integrated Circuits IIS | Am Wolfsmantel 33 | 91058 Erlangen, Germany | www.iis.fraunhofer.de |

Head of Marketing Communications Audio and Media Technologies
Mandy Garcia | Phone +49 9131 776-6178 | amm-info@iis.fraunhofer.de | Fraunhofer Institute for Integrated Circuits IIS | www.iis.fraunhofer.de

US Contact
Jan Nordmann | Phone +1 408 573 9900 l Cell +1 408 390 6698 l press@dmt.fraunhofer.org | Fraunhofer USA, Inc. | Digital Media Technologies* | 100 Century Center Court | Suite 504 | San José, California 95112 | www.dmt.fraunhofer.org

Part 1, October 6th: Roundtable – Meet the experts
Our experts will discuss the current status in standardization and adoption of Next Generation TV technologies in the different regions of the world as well as the directions broadcast and streaming are taking in various markets.

Part 2, October 8th: Next Generation Audio and Video technologies
With the advanced MPEG-H immersive and personalized sound features as well as Advanced HDR by Technicolor, content creators can now enable completely new and premium audio and video experiences for their viewers. In this session, our experts will share their experience gained while working with broadcasters all over the world during major live events that were broadcast or streamed in MPEG-H Audio and Advanced HDR by Technicolor.

Part 3, October 13th: Hands-on experience with MPEG-H Audio and Advanced HDR by Technicolor
"How can I leverage HDR as well as immersive and interactive audio technologies today, using my existing production workflows and infrastructure? While enabling these next generation technologies, how can I also produce and deliver high quality SDR and legacy audio in a cost-effective way?" These are some of the most important questions we receive from broadcasters. This webinar will provide the answers. Our experts will talk about live production and broadcast, and demonstrate how to enable the most advanced features in existing facilities.

Further Information
Link to the webinar registration:
https://www.iis.fraunhofer.de/en/ff/amm/webinars/registration-next-generation-audio-and-video-technologies.html

About MPEG-H Audio
MPEG-H Audio, substantially developed by Fraunhofer IIS, is the industry's most advanced audio system for UHD-TV and streaming. It supports both immersive sound and the ability for users to adjust elements in the audio to their preferences. MPEG-H has been on the air since 2017 on all TV networks in South Korea under the ATSC 3.0 standard. It has also been selected for new broadcast standards to be launched in China and Brazil and is the distribution format of the 360 Reality Audio ecosystem for immersive music streaming services. Fraunhofer offers MPEG-H software implementations for many popular CPU, SoC and DSP platforms. It is widely deployed today in TV sets, premium soundbars and high-end smart speakers.

About Fraunhofer IIS
For over 30 years, the institute's Audio and Media Technologies division has been shaping the globally deployed standards and technologies in the fields of audio and moving picture production. Starting with the creation of mp3 and continuing with the co-development of AAC and the Digital Cinema Initiative test plan, almost all consumer electronic devices, computers and mobile phones are equipped with systems and technologies from Erlangen today. Meanwhile, a new generation of best-in-class media technologies – such as MPEG-H Audio, xHE-AAC, EVS, LC3/LC3plus, Symphoria, Sonamic and upHear – is elevating the user experience to new heights. Always taking into account the demands of the market, Fraunhofer IIS develops technology that makes memorable moments.