

## Policy Analysis: ICT |

### Related News >>

**ETH Zurich: Licensing or collaboration opportunity for new traffic control technology**  
01 March 2012

**Aalto: Future smart phones will project images on the wall**  
01 March 2012

**Seven entrepreneurial start-ups from across Europe recognised in double awards ceremony**  
21 February 2012

### Related Events >>

**Science|Business Policy Bridge: Horizon 2020**  
Will the EU's €80 billion bet on research and innovation pay off? A roundtable discussion with Commissioner Geoghegan-Quinn's chief of staff...  
**Brussels - 27 March 2012**

### 21st Century Innovation Dinner Debate

What's next? How could emerging ICT technologies disrupt the best-laid plans of policy makers? A dinner debate about how ICT will...  
**Brussels - 20 March 2012**

### Related Reports >>

**Investor Driven Innovation**  
Investors play a key role in identifying high-potential opportunities and accelerating such companies' success. The prosperity of the European economy has...

01 March 2012

## Warwick spin-out goHDR to showcase cutting-edge video technology at Las Vegas media show

Press release



**WMG at the University of Warwick and spin out company, goHDR, will be exhibiting their cutting-edge video imaging technology at the world's largest electronic media show in April. goHDR's High Dynamic Range (HDR) video technology enables the image detail that is typically lost in the glare of bright light and in deep shadow on standard High Definition (HD) video to be revealed with the same clarity as seen by the human eye.**

WMG and goHDR have been invited to showcase their HDR research at the NAB Show®, in Las Vegas, from 14-19 April. goHDR has already released a free beta version of its HDR viewer and will be demonstrating the latest advances, including 3D-HDR, from its research laboratories.

HDR video can capture 'real world' lighting without losing any detail in widely contrasting lighting conditions, so you can clearly see the football when it is kicked from sunshine into the shadow of the stadium. That requires five times as much data capture as ordinary video, equivalent to a CD of data a second. goHDR's software technology solves the problem of how to compress, manage and display the huge data stream produced by HDR video cameras, making it possible to see high image detail and quality that exceeds standard HD technology.

Alan Chalmers, Professor of Visualisation and Innovation Director at goHDR (pictured), says: "We are going to be demonstrating a number of research prototypes at the NAB Show that we believe will enable a step change in TV viewing that has been waiting to happen for a number of years. Kicking off this revolution is our media viewer which you can download for free from our website [www.goHDR.com](http://www.goHDR.com). Our encoding software will shortly be available for license by camera manufacturers and broadcasters."

He adds: "We are very excited to be demonstrating what HDR technology is capable of. This exhibition was the springboard for the first High Definition TV broadcast back in 1996. Our HDR technology, including our very latest 3D-HDR system, is as significant as that development and we are delighted to be presenting it at the same show." The NAB Show, run by the US National Association of Broadcasters boasts more than 1,500 exhibitors and an expected 90,000 attendees from 150 countries.



Professor Chalmers explains: "You need to be able to see this technology in action to appreciate the difference it will make to people's viewing experience. goHDR has access to the world's first HDR camera capable of capturing 20 f-stops at 30 frames a second, and we have produced some short film clips that demonstrate what the future of cinematography can be with such technology."

### Find us on Facebook

Create an account or [log in](#) to see what your friends like.

Advertisement

**BIGGER AND SIMPLER**

A short guide to the EU's €80 billion **HORIZON 2020**



GET YOUR COPY HERE



Confirm

You like t  
Page · In:  
You like  
this.20 ·  
Page · In: