

INTERNATIONAL TELECOMMUNICATION UNION



Radiocommunication Bureau

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Circular Letter

6/LCCE/48*

11 August 2005

**To Administrations of Member States of the ITU and Radiocommunication Sector Members
and ITU-R Associates participating in the work of Radiocommunication Working
Parties 6A, 6E, 6M, 6P, 6Q, 6S, Task Group 6/9 of Study Group 6**

Subject: Study Group 6 “High-Definition Progress Report and Demonstration”,
(Geneva, 5 October 2005)

ITU-R Study Group 6 is organizing a “High-Definition Progress Report and Demonstration”. The event will take place on October 5 (from 09:00 to 17:00 hours.), in the framework of the scheduled block meetings of Study Group 6 (see Circular Letter 6/LCCE/47 of 17 June 2005 and Administrative Circular CACE/353 of 6 July 2005). The presentations will be in English.

Annex 1 is including an invitation letter from the Chairman of Study Group 6 and Annex 2 shows the programme of the presentations.

Participants in the various ITU-R Working Party and Task Group meetings being held in Geneva at this time will not be required to register separately for the seminar. Individuals not participating in the Working Party and Task Group meetings are required to register at the registration desk, located on the second basement level (2SS) of the ITU Tower building from 08:30 hours on 5 October 2005.

Information on hotels in the area is provided on the ITU web site at
<http://www.itu.int/travel/index.html>.

* English only.

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We would remind you that citizens of some countries are required to obtain a visa in order to enter and spend any time in Switzerland. The visa must be requested and obtained from the office (embassy or consulate) representing Switzerland in your country or, if there is no such office in your country, from the one that is closest to the country of departure. If problems are encountered, the Union can, at the official request of the administration or company you represent, approach the competent Swiss authorities in order to facilitate delivery of the visa.

Visa requests should be made via an official covering letter from the administration or company you represent. This letter must specify your name and function, date of birth, passport number as well as the date of issuance and expiration. The letter must be accompanied by a photocopy of your passport and completed registration form and must be sent by fax to the ITU-R Document and Meetings Unit, Office V.434, Attention: Mrs. L. Kocher. The fax number is +41 22 730 6600. Please note that the Union needs at least one week to process all papers required for the delivery of a visa.

Valery Timofeev
Director, Radiocommunication Bureau

Annex 1: Invitation Letter from the Chairman

Annex 2: Programme of the presentation

Distribution:

- Administrations of Member States and Radiocommunication Sector Members participating in the work of Radiocommunication Working Parties 6A, 6E, 6M, 6P, 6Q, 6S, Task Group 6/9 and Radiocommunication Study Group 6
- ITU-R Associates participating in the work of Radiocommunication Study Group 6
- Chairman and Vice-Chairmen of Radiocommunication Study Group 6
- Secretary General of the ITU, Director of the Telecommunication Standardization Bureau, Director of the Telecommunication Development Bureau

ANNEX 1

To the participants in the work of ITU-R Study Group 6

I am glad to confirm that a “High-Definition Progress Report and Demonstration” will take place on October 5 (from 09:00 to 17:00 hours.), in the framework of the scheduled block meetings of Study Group 6 (see Circular Letter 6/LCCE/47 of 17 June 2005 and Administrative Circular CACE/353 of 6 July 2005).

I would like to cordially invite you to attend this event aimed to present the achievements in the broadcasting field made possible by the HDTV Recommendations issued by ITU-R Study Group 6.

It has been a long road since the early laboratory measurements were carried out in Moscow at the time of former CCIR, which showed the way to HDTV standardization in ITU, but today this technology is widespread and mature, and we all should be proud to have been part of its success.

As you may see by the attached programme, the event will include lectures from representatives of leading industries and broadcasters accompanied by presentations on large screen of material extracted from current HDTV productions as well as a demonstration of last generation HDTV displays by leading manufacturers. This initiative, supported by the joint efforts of several Study Group 6 members deeply involved in this field, is intended to:

- outline recent progress and growth in HDTV technology, production and broadcasting worldwide;
- demonstrate the massive improvement in HD professional and consumer equipment and displays;
- demonstrate the full quality of the ITU-R BT.709 Recommendation of 1920/1080/16:9/24p, 25p, 30p, 50i&p, and 60i&p, in regular day-to-day operations;
- highlight the leadership of ITU-R Study Group 6 in achieving the worldwide HDTV production and international programme exchange standard represented by Recommendation ITU-R BT.709.

I hope to see you all at this special Study Group 6 event.

A. Magenta
Chairman, Study Group 6

ANNEX 2

ITU-R Study Group 6 HDTV Progress Report and Demonstration

(5 October 2005, ITU, Geneva, Switzerland)

Introduction

Massive developments and improvements in High Definition Television technology have profoundly affected the technical quality of both the professional and consumer HDTV equipment with much of these improvements based on ITU-R Recommendation BT.709 on digital high definition production and international program exchange. This single worldwide high definition digital television standard is, in turn, based on the successful work of ITU-R Study Group 6 and on its predecessors, CCIR Study Groups 10 & 11.

Noting the significant improvements in HDTV technical quality, the rapid expansion and adoption of HDTV by producers and broadcasters alike, the rapid proliferation of HD consumer receivers, the development of full quality 1920:1080:16:9 HD large flat panel displays, the emergence of the full quality HD-DVD and Blu-ray DVD, and the downward trend in HD equipment costs, Study Group 6 has decided to assemble an HDTV Progress Report and Demonstration inviting expert HDTV producers, broadcasters and HD consumer equipment manufacturers to outline their latest HD experiences, the growth of the high definition television services, and the impact of these new high quality developments on World television, for the benefit of the ITU community.

The event will include large screen 4K HD projector presentations in full 1920/1080/16:9 quality, of latest HD programs from North America, South America, Asia, and Europe. Also, presently available, full quality 1920/1080/16:9 consumer displays of sizes up to 70 inches will be demonstrated, as will a preview of the new consumer High-Definition DVDs.

Date and venue

The High Definition Television (HDTV) Progress Report and Demonstration sponsored by ITU-R Study Group 6, will be presented on Wednesday 5 October 2005 at the ITU, Room B, in Geneva, Switzerland from 09:00 to 17:00 hours.

Confirmed Presentations

- *Welcome address*
Mr. Valery Timofeev, Director, ITU Radiocommunication Bureau
- *Introduction and Program Outline*
Mr. Alfredo Magenta, Chairman, ITU-R SG 6
- *HDTV Production and Broadcasting in Japan - The Second Decade and Beyond*
Dr. Junji Kumada, Vice Chairman, SG 6, Engineering Controller, NHK, Japan
- *The BBC HDTV Production Experience - Doing it Right*
Mr. Andy Quested, Production Modernization, BBC, United Kingdom

- *HDTV in Australia - Quality Broadcasting for Today and Tomorrow*
Mr. Spencer Lieng, Chairman Working Party 6P, Director, Technical Research Department, ABC, Australia
- *HDTV- A Broadcasting Metamorphosis*
Mr. John Ive, Director Strategic Planning, Sony Europe
- *HDTV at NBC Universal - It's All About Programs*
Dr. Peter Smith, Vice President Technical Planning & Engineering, NBC, USA
- *HDTV in Abundance for U.S. Consumers, a status Report from the Consumer Electronics Association*
Mr. Craig Tanner, Vice President Business Development, Sharp Laboratories of America
- *HD Production -The Brazilian Experience*
Mr. Fernando Bittencourt, Director of Engineering, Rede Globo, Brazil
- *Digital HD Quality Measurements in Theatre Projection*
Mr. Matthieu Sintas, Commission Superieure Technique (CST), France.
- *Wrap up and Closing*
Mr. Alfredo Magenta, Chairman, ITU-R SG 6

Demonstrations

- Large Screen Viewing on a 4K projector of actual HDTV Program Segments from international producers and broadcasters.
- Optional independent Participant viewing of HD programs on large Full-specification 1920/1080/16:9 Flat Panel HD Displays from several consumer manufacturers.

Contributors

ABC - Australia, BBC, CBS, CEA, NBC, CSF, NHK, Rede Globo, Sharp Laboratories of America, Sony Broadcast Europe.
