



# The 8K Monitor

Issue 17 - 2021-08-09

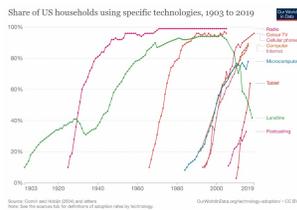
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## We Wrote These...

### Op-ed: Is time-to-market accelerating?



The train took around a century from its invention to reach mass adoption. Electricity was a few decades faster, and then when you arrive closer to the present; mobile phones took less than a decade. Does this imply that 8K will arrive faster than, say, HD did, and how long was that anyway?

[Read Ben Schwarz's musings in this opinion piece.](#)

## Our Comments on These...

### Intel Demonstrates 8K/60 Stream of Olympic Content

8K Association member Intel along with the Digital Entertainment Group (DEG) hosted a one-day special screening on 8K/60p content from the 2020 Olympics at the Skirball Center in Los Angeles. The 8K Monitor was unable to attend, but we were able to get several of our media friends located in the LA area to take a look at this content. Below is a link to the first write up. We will have an in depth article with more details in the next issue. Click [HERE](#)



### Horizon Zero Dawn in 8K/Extreme on NVIDIA RTX 3090 with Ray Tracing Reshade



We regularly post notable news on 8K gaming exploits. This one may seem arcane if you aren't a gamer, but playing games in "Extreme" settings is a big deal for gamers. That's when you have the graphics engine pump out the most detail possible, including things like shades or water reflection. Extreme gaming is a question of prestige, but there are situations when

higher settings will improve gameplay, say if you get to see enemies from further away. [Read the DSOG story here.](#)

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## PowerVision's Unmanned Autonomous Solution Uses 8K Drones in Industrial Applications

In an update from recent 8K drone coverage, this press release from PowerVision Tech Inc. caught our attention as it demonstrates an industrial run-of-the-mill use case of 8K. As a component technology, 8K no longer needs shiny demos with all the bells and whistles, that raise eyebrows but has now become just another technology used for fully automated flights to inspect assets such as power lines, for example. [Read the press release on sUAS News here.](#)



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## Samsung to launch much-anticipated QD-OLED TV, expand MicroLED lines



According to Sun Mi LEE, Director at market research firm UBI Research, the QD-OLED (or QNED) panels in development at 55" and 65" are 4K resolution. However, they are likely to be positioned between Samsung's 8K QLEDs and their direct-view microLED products, which are also 4K at sizes under 110". As a result, it would seem that 8K is not on the cards for the QD-OLED and microLED technologies until they are a bit more mature. You can

learn more about the structure of the QD-OLED display [here](#), and the Korean Economic Daily piece [here](#).

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## Webinar: 4K vs 8K with AVPro Edge Chief Technology Officer Matt Murray

AVPro Edge offers some cutting edge products for the ProAV market segment including a 4x2 HDMI matrix switcher. We think that this webinar should provide some nice considerations of 8K technology in the various verticals of the professional Audio-Video market. Check it out and register [here](#).



## We Also Read These...

- [Moto Edge 20 with OLED display, 108MP cameras](#), 8K capture on the pro model
- [Full Specs of the Canon Cinema EOS 8K Camera](#)
- Unconfirmed: [Netizens hails China's preliminary medallist: CCTV 4K / 8K live](#)

