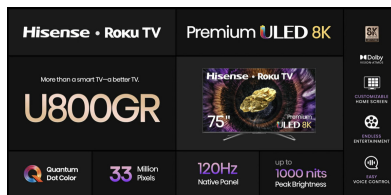


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Hisense Launches 8K TV in North American Market

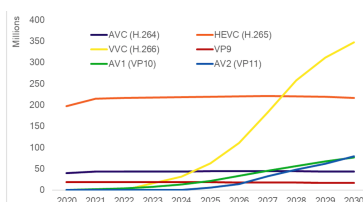


Hisense America had a video TV product launch on May 5th. It was one of the best product launch videos and can be seen [here](#). Topping the 2021 TV line is the new U800GD model with 8K resolution and Certification from the 8K Association. [Read our full coverage here.](#)

8K-Optimized Transcoder Released by Spin Digital

Spin Digital releases a new transcoder suite of software-based applications running on workstation-class servers in the cloud. For 8K video, the optimized transcoder produces similar quality and compression levels when compared to open-source HEVC solutions at higher transcoding speeds. [Read the full article here.](#) spin digital

The 8K-angle on Faultline's 2030 Codec Forecast



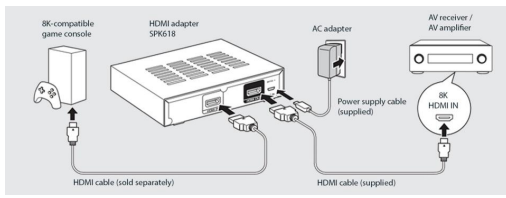
Last week Faultline published their Media & Entertainment Transcoding Workload and Device Royalty Forecast for the decade ahead. We thought its 8K implications were worthy of your consideration. [Read up on our discussion with Faultline here.](#)

Atomos Ninja V+, First Recorder Capable of 8Kp30

Australia's Atomos announces Ninja V+. The new device is an HDR HD monitor with a 5-inch, 1000 Nit display, built-in 3D LUT box function, and a continuous recording device that can store Apple ProRes RAW 8K. [Read the full story here.](#)



Xbox Series X HDMI 2.1 Issue Gets a Fix



Denon, Marantz, and Yamaha AV Receivers have prevented the passthrough of 4K/120 and 8K/60 HDR video from the XBOX series X game console. Now, a solution has been introduced by Denon and Marantz. [Read the full story here.](#)

Also Noted:

- [8K Camera Attached to Microscope Shows Coronavirus Within Cells](#)
- [20Gbps Mux/Demux from Diodes Inc. Facilitates Better 8K Video Signal Routing](#)

