



The 8K Monitor

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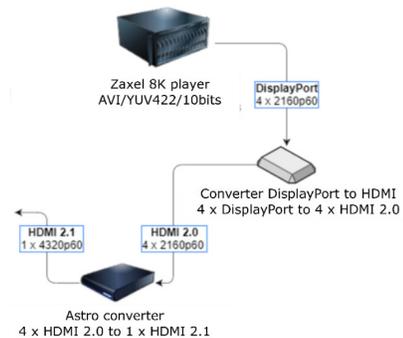
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We Wrote These...

b<>com's VVC Testing With 4K and 8K Content

Last June, we reported on b<> com's initial 8K compression and UX testing. Here is the promised follow-up on the HEVC and VVC 8K results. Compression gains in using VVC over HEVC with 8K were confirmed to be over 40% for the same visual quality. The required bitrate for transparency, i.e. for there to be no visible differences before and after the encoding is detailed in the article. b<>com confirmed that regular viewers can see the difference between 4K and 8K resolutions with a few exceptions. Read the data-rich analysis [here](#).



PRESS RELEASE INDIE Movie Benefits from 8K Capture



November 2, 2021 - The 8K Association worked with independent filmmakers to master an 8K movie trailer for the film Two Yellow Lines. The 8K trailer was so visually impactful that Samsung Electronics ran it in retail stores across the globe. "By shooting in 8K, we future-proofed our move," said Derek Bauer, Two Yellow Lines (TYL) writer, director, and cinematographer. Read the full release [here](#).

Our Comments on These...

8K for pro AV with SDVoE

The Software Defined Video over Ethernet (SDVoE) Alliance has just debuted a new way to distribute 8K content over an ethernet IP connection. The solution gangs together four 10Gbps transmit and receive

modules to create a 40 Gbps pipe. This connection can run over a standard 10Gbps ethernet switch using four ports to deliver 8K content. All 8K HDMI 2.1 modes (frame rates and chroma sampling combinations) are supported. You can read some basic information [here](#). A video interview between 8KA's Chris Chinnock and SDVoE CTO Stephane Trembly will be posted shortly.



Samsung, LG Vie for the Upper Hand in 100-inch TV Market



LG Display announced they will offer a 97" OLED TV panel in 2022. Although the resolution was not mentioned, 8K seems likely. Omdia says revenue in the 75"+ TV segment has been very good at 4.4% globally, which is why brands are more focused on this segment (plus the much better margins). LGD currently offers 77" and 88" 8K OLED panels. Read the full Korea Bizwire article [here](#).

8K TVs: What the heck is going on?

This is an informed and entertaining opinion piece about 8K taking a potential TV buyer's perspective. It covers the usual turf but then suggests that YouTube with user-generated content could be the spark that ignites enthusiasm for 8K content. The enjoyable Tom's Guide piece is [here](#).



Nikon officially unveils the 45.7-megapixel Z9 with 8K video and 20 fps burst speeds



The Z9 will be able to capture 8K at 30p at launch for up to 125 minutes, so no overheating issues, it would seem. Nikon plans to introduce a future firmware update that will enable 12-bit 8K 60fps capture in a new, proprietary N-RAW format. This would make it the first mirrorless camera to support 8K/60p capture. Reports also suggest an incredible auto-focus advancement and an electronic shutter to reduce rolling shutter artifacts. Read the Engadget article [here](#).

We Also Read These...

[LG TVs can now automatically disable motion smoothing for Prime Video](#)

[Assassin's Creed in 8K on NVIDIA RTX 3090 With Ray Tracing Shows Stunning Detail](#)

