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ADVANTECH

Advantech on Being an Early 8K Adopter

Advantech is known as an 8K early adopter with an 8K encoder used in a trial broadcast in 2019. Since then, the list of 8K products on their website is now impressive. We reached out to Jasmine Huang at Advantech in Taiwan to learn more about this encoder and the lessons learned from being early in the 8K market. . Read the article by Ben Schwarz [here](#).

Sony's New VENICE 2 Camera is 8.6K

Sony has introduced a new top-of-the-line single-sensor camera called VENICE 2. While the original VENICE introduced in 2017 captures at 6K, VENICE 2 is more than an 8K camera - it is an 8.6K (8640 x 5760) camera. It uses a full-frame sensor that can capture 16-stops of dynamic range and includes a load of other features that allow this camera to set a new high bar for image quality. More details [here](#).

Black
Friday
deal

Black Friday Deals for 8K TVs

Black Friday used to be only on one day, the day after Thanksgiving, i.e. Friday, November 26 this year. However, Black Friday 8K TV deals start earlier and earlier. Much of the links bouncing around our networks are ad-driven or affiliate links, which can get confusing. So, we went through some of the noise to give you a feel of what Black Friday is doing to 8K TV prices. More details [here](#).

OUR COMMENTS ON THESE...

TCL 8K TVs to get the first 8K streaming service

TCL is addressing the issue of the lack of native 8K content with this announcement. The Explorers Foundation is dedicated to documenting the natural world, but also human heritage. We don't believe this will resolve the issue of the dearth of available content, but it's a great step in the right direction.



When showing off your spanking new TV to neighbors and friends, you'll now be able to show them content you haven't seen yourself. We will follow up with more in-depth information on the deal soon, in the meantime read the Tom's Guide article [here](#).

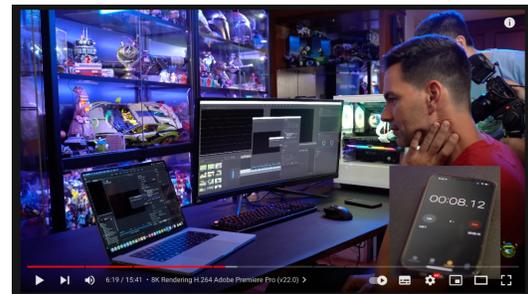


MediaTek enters flagship smart TV market with Pentonic 2000, supporting up to 8K 120Hz

As the title suggests, Mediatek is targeting this new TV SoC for the premium TV market - a segment it has not usually penetrated. The feature set looks outstanding including AI-based upscaling, MEMC, VVC decoding, and picture-in-picture technology. This is the first TV SoC with VVC support. We will have more details soon. Read the news [here](#).

16" MacBook Pro M1 Max VS Intel 12th Gen i7 / RTX 3070 with 8K Video.

We already wrote about the effect of Apple's latest laptops on 8K workflow [here](#). This review is an excellent comparison between the latest Intel and MacBooks for editing and rendering



8K. Although the comparisons aren't all in strict lab conditions, you'll see live results for 8K scrubbing, playback, H.264, and ProRes rendering, using Adobe Premiere Pro and Final Cut Pro (Mac Only). Watch the YouTube video [here](#).

WE ALSO READ THESE...

[TCL Mini LED QLED TV Offers Unrivalled Gaming Experience For Gamers](#)

[FX Shots for Episodic Drama "Germinal" Captured on the URSA Mini Pro 12K](#)

[The TCL x925 Mini-LED 8K Google TV Has Set an Impossible Benchmark](#)

[Hisense new 8K TV wins CES 2022 Innovation Award](#)

