



# THE LINE OF INNOVATION: DOES YOUR SUPPLIER CROSS IT?

TYPE	RESOLUTION	FRAME RATE (FPS)	COLOUR COMPRESSION	DEEP COLOUR BIT DEPTH	HDR	WIDE COLOR GAMUT (BT2020)	HDMI VERSION	DATA RATE	AUHD SERIES	444 SERIES	UHD SERIES
HD	1920x1080	24	4:2:2	8 BIT	NO	NO	1.4	0.75 GBPS	YES	YES	YES
HD	1920x1080	60	4:2:2	8 BIT	NO	NO	1.4	4.45 GBPS	YES	YES	YES
HD	1920x1080	60	4:4:4	16 BIT	NO	NO	1.4	5.91 GBPS	YES	YES	YES
UHD	3840x2160	24	4:2:0	8 BIT	NO	NO	1.4	8.91 GBPS	YES	YES	YES
UHD	3840x2160	24	4:4:4	8 BIT	NO	NO	1.4	8.91 GBPS	YES	YES	YES
4K	4096x2160	24	4:4:4	8 BIT	NO	NO	1.4	8.91 GBPS	YES	YES	YES
UHD OR 4K	3840x2160	60	4:2:0	8 BIT	NO	NO	1.4/2.0	8.91 GBPS	YES	YES	YES
LINE OF INNOVATION											
UHD OR 4K	3840x2160	24	4:2:0	10 BIT	YES	YES	2.0(A/B)	8.91 GBPS	YES	YES	YES
UHD OR 4K	3840x2160	24	4:2:2	12 BIT	YES	YES	2.0(A/B)	11.14 GBPS	YES	YES	NO
UHD OR 4K	3840x2160	24	4:4:4	10 BIT	YES	YES	2.0(A/B)	11.14 GBPS	YES	YES	NO
UHD OR 4K	3840x2160	24	4:4:4	12 BIT	YES	YES	2.0(A/B)	13.37 GBPS	YES	YES	NO
UHD OR 4K	3840x2160	60	4:2:0	10 BIT	YES	YES	2.0(A/B)	11.14 GBPS	YES	YES	NO
UHD OR 4K	3840x2160	60	4:2:0	12 BIT	YES	YES	2.0(A/B)	13.37 GBPS	YES	YES	NO
UHD OR 4K	3840x2160	60	4:2:2	12 BIT	YES	YES	2.0(A/B)	17.82 GBPS	YES	YES	NO
UHD OR 4K	3840x2160	60	4:4:4	8 BIT	YES	YES	2.0(A/B)	17.82 GBPS	YES	YES	NO

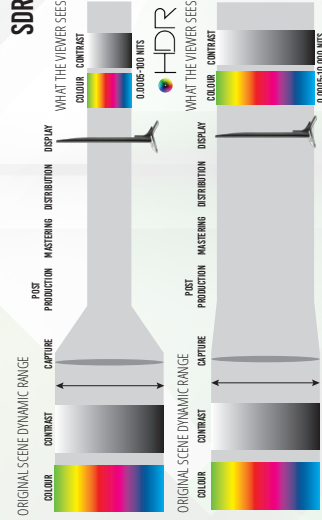
**YOU SHOULD BE DISTRIBUTING 4K WITH HDR,  
WIDE COLOUR GAMUT (WCG), AND HIGH BIT DEPTH.  
THIS CONTENT IS READILY AVAILABLE AND 4K ALONE HAS BEEN AVAILABLE SINCE 2013!**

**PERCEPTION IS REALITY.**

**VIDEO QUALITY IS DETERMINED, IN ORDER, BY THE FOLLOWING METRICS. THESE DRIVE THE REQUIREMENTS FOR MORE BANDWIDTH.**

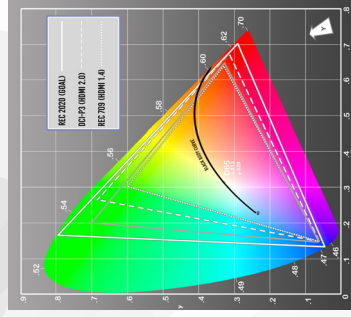
**1. DYNAMIC RANGE**

This is the amount of range between dark to bright. HDR has improved this quality by a factor of 10 or more, mimicking human vision in the real world.



**2. MORE COLOUR**

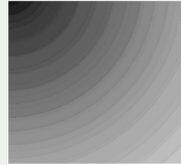
BT2020 is the new goal and some high end projectors can now reach it. Most consumer displays are already reaching P3, delivering theater quality colour right to the home.



**3. BETTER COLOUR**

HDR requires deep colour saturation per specification. This gives smooth gradients and removes banding, delivering a more lifelike experience.

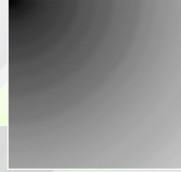
**8 BIT**



**10 BIT**



**12 BIT**



**4. RESOLUTION**

This is the sharpness of the image. Combined with the above metrics, resolution achieves the final piece of the visual acuity puzzle.



**4K ALONE IS NOT ENOUGH, YOU NEED ALL OF THESE FORCES COMBINED WITH 180FPS INFRASTRUCTURE.**

**AV Pro edge**

**AD**  
**AUDIO VISUAL**  
DISTRIBUTORS

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