

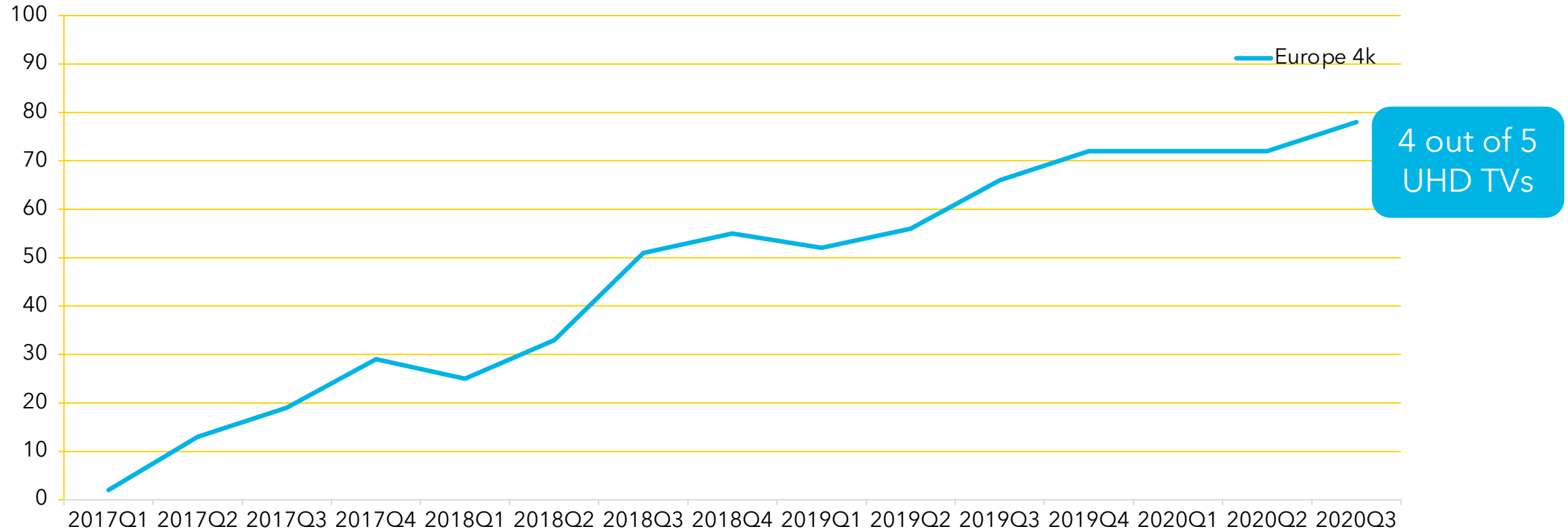


AC-4 in Europe

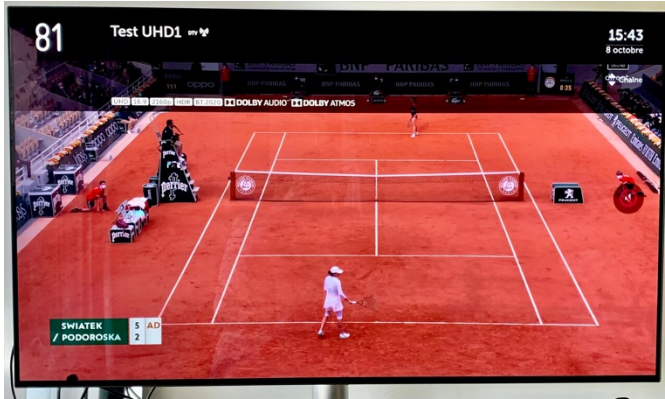
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2021



DOLBY AC-4 ATTACH RATE TO 4K TVS IN EUROPE



The service deployment phase has started



Roland Garros UHD

open S-ADM workflow
+ AC-4 broadcast



TVP Kultura HD

AC-4 stereo with
automatic dialogue
enhancement



RTVE 8K DVB-T2

AC-4 immersive audio

The service deployment phase has started



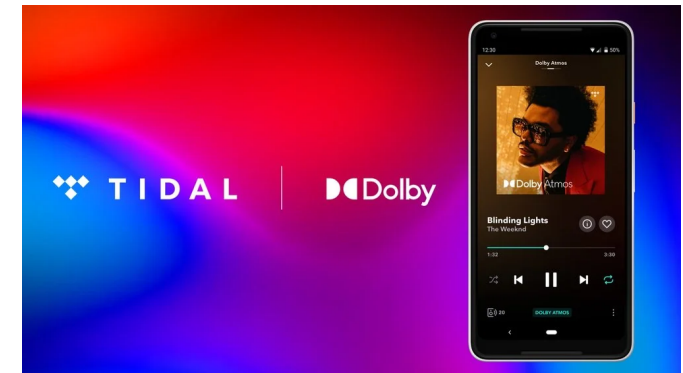
Arte HbbTV

VOD with AC-4
immersive audio



US NextGen TV

AC-4 on-air with
multiple stations



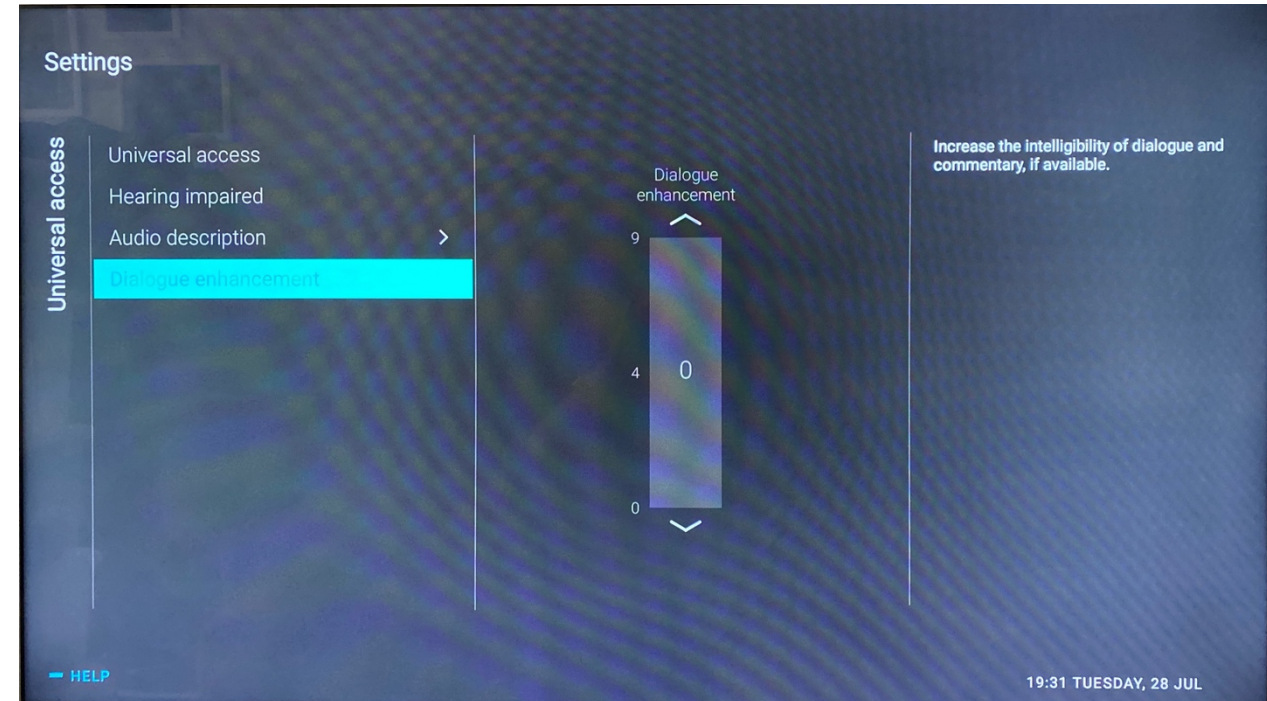
Tidal

AC-4 Atmos music
streaming

TVs now coming to market with NGA personalisation controls

Philips TV

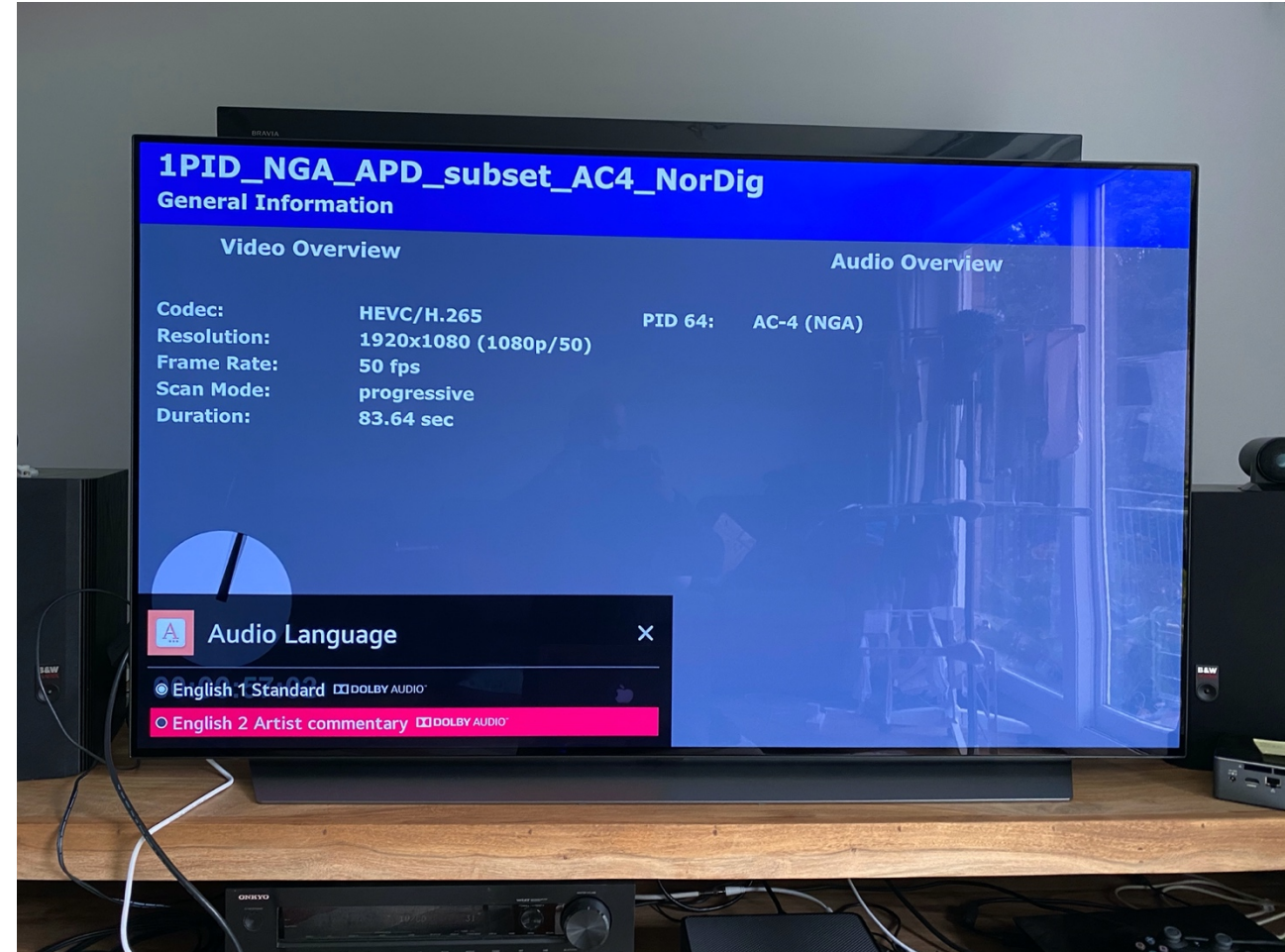
AC-4 dialogue enhancement controls



TVs now coming to market with NGA personalisation controls

LG TV

AC-4 experience selection



AC-4 HbbTV UX examples

The following slides have examples of HbbTV prototype apps using HbbTV v2.0.2 API for control of AC-4 NGA features

These apps are shown running on an 'off-the-shelf' Panasonic AC-4 TV supporting the appropriate HbbTV API

As the HbbTV app can be designed by the broadcaster, the controls can be tailored to suit the programme style, channel branding and the consumer experiences the broadcaster wishes to offer



EUROVISION

SONG CONTEST

Help

COMMENTATOR LANGUAGES

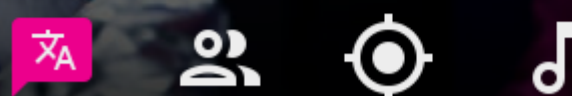
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French

Spanish

00:21:14

01:04:23





EUROVISION

SONG CONTEST

Help



COMMENTATOR POSITION

✓ Couch

TV

00:21:14

01:04:23



BBC Casualty

“Narrative Importance”

- User adjustment of foreground vs background sound
- Fader control
- Prototype HbbTV app on off-the-shelf AC-4 TV

