



HbbTV for enhanced audio video experiences

Jason Power, Dolby

HbbTV Symposium 2019, Athens





Today's devices bring us closer to reality



stunning HDR displays



thrilling immersive sound

HDR and immersive audio are streaming globally now

NETFLIX

amazon



Disney

“iTunes will have the world’s largest library of Dolby Atmos content” - Stuff Magazine

“Disney+ gets every 'Star Wars' movie in 4K, Dolby Vision and Atmos” - Engadget

HbbTV 2.0.2 enables HDR, immersive audio... and more

Example:

Mainstream Panasonic TV – 800 Euros

Catch up service via HbbTV

Full HDR

Immersive audio via AC-4

Also:

Dialogue enhancement

Accessibility features



HbbTV 2.0.2 fasttrack to broadcast innovation

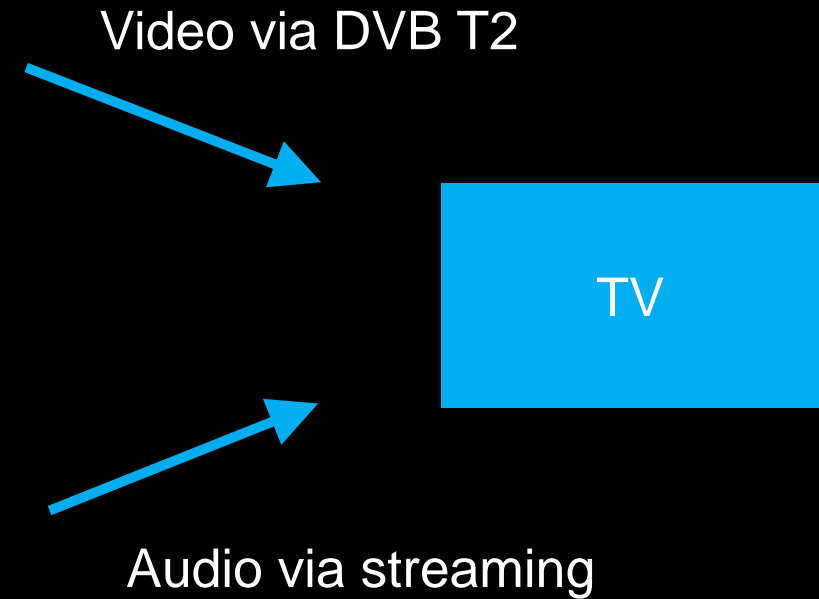
Example:

Mainstream Vestel TV

Conventional broadcast via DVB-T2

Immersive audio streamed via HbbTV 2.0.2

Audio replaced at the press of a button



Summary

- With HbbTV 2.0.2, we can deliver a spectacular experience
 - stunning HDR images
 - thrilling immersive sound
 - broader accessibility
- HbbTV provides a fasttrack for service innovation via VOD and broadcast





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