



Jonathan Pengilly says that before mainstream delivery gets going, 4K UHD can electrify luxury home cinema now.

EIGHT MILLION PIXELS CAN'T BE WRONG

The Future is bright with 4K, especially for premium home cinema installs says Habitech's Jonathan Pengilly.



Who was it that said 'the Future is bright'? The name escapes me, but the famous slogan can just as easily be applied to 4K resolution, especially when it's displayed in all its glory on wide-format home cinema screens. Why waste the extra 6 million pixels of eye-popping definition, contrast and colour on a puny 65in TV, when UltraHD just begs to be deployed on a scale that expresses the sense of luxury more powerfully than any another element in home cinema. It's a rhetorical question, but the obvious answer means extra business for our integrators and the CI industry in general.

I wonder how many CI pros share my feelings about the last great home cinema image phenomenon, which inspired euphoria, then nausea and finally commercial pain. 3D has failed to catch fire. How could folks be persuaded to dig deep in to their bank accounts for the privilege of wearing alien glasses while reaching for a packet of Quells? Try as I might to appreciate 3D effects, I've never been completely immersed by them. Until the technology improves, 3D will always look like a contrived version of what I see with my



own eyes every day - it doesn't fool me enough to generate the 'being there' experience that successful home cinema can deliver with good old two-dimensional 1080p.

That's why I believe that with four times the resolution of 1080p, UltraHD can bring an enhanced, believable and lasting visual dimension to our work at the luxury end of the home cinema market. At least we're working with an evolutionary process and not a throwback to the 50s. Your customers have already experienced the leap in quality from 480 to 720 to 1080p, so when they see two million pixels turned to eight million on the ultra-wide home theatre screens you're installing, they'll be putty in your hands.

It's a certainty that UltraHD will replace 1080p in the mainstream in a couple of years. Until then you're promising the highest quality to a niche of high-end customers who demand the best.



JVC's 4K e-shift3 technology offers 4K source compatibility (60p) enabling both 4K and 2K sources to be displayed as 3840 x 2160 images.

Stream's Content Player4K: crystal clear true motion playback at any resolution up to and including UHD and 4K



■ Jonathan Pengilly says that 4K's extra pixels do their best work on luxury ultra-wide screens



■ Panamorph's ultra-wide lens options can wring every last drop of immersive excitement from the eight million pixels UHD has to offer

Believe me, they're not interested in the words of the doom merchants on the forums who've been setting up 4K for failure by questioning the capacity of networks to handle the 15Mbps speeds required by native 4K streaming and the availability of a 4K Blu-ray format. All that will come.

What you're selling is exclusive 4K potential and its ability to transform viewing today, even with up-scaled 1080p material. Much greater pixel density renders images that jump off the screen, brighter, more vibrant and more convincing than 3D can achieve in its present form - and you needn't wear the unflattering glasses to enjoy it. There's an upgrade bonus as well in that customers wishing to upscale screen size can do so without moving their furniture around. It's the power of evolution rather than revolution at play.

Besides, UltraHD is being delivered right now and to mass-market channels. Broadcasters, content providers and manufacturers are moving fast to make it happen in order to differentiate their offer from the growing crowd of Internet and OTT services. In the US, Netflix is taking the lead with its UltraHD service, now streaming *House of Cards* and a new series of *Breaking Bad* in the summer. Netflix, Amazon and

Sony are backing 4K with big money and forming alliances with the telcos to get 4K streaming on the map (see the recent Netflix deal to have its servers connected directly to the Comcast network). Even FIFA is gearing up to capture the world cup in 4K. With every major manufacturer debuting multiple 4K sets during the 2014 CES, research firm HIS has predicted that more than 10 million Ultra HD sets will ship worldwide in 2014, up more than 500% from 2013. In the UK, John Lewis currently has nineteen 4K models on its site and even though it says the market is still niche at 1.7% of sales, it predicts that over the next two years, 4K TVs will become 'an affordable option'. Unlike 3D, UltraHD has the provenance to succeed and while it evolves, we have that juicy 1.7% early adopter market to shoot at.

As an industry we're focussed on those people who demand the bragging rights afforded by the phenomenal viewing experience of 4K on a large screen. Customers of luxury cinema will expect you to fit the premium home cinema adventure and they're unlikely to be fobbed off - it's the present exclusivity of 4K that they crave and will pay for.

If you visited our stands at *EI South*, you will have experienced a luxury Habitech 4K home theatre from JVC, Stream, Panamorph and Projecta and, if we've done our job well, you'll be more convinced about the power of eight million pixels to motivate your customers' willingness to spend. Here's a non-rhetorical question: what are you waiting for?



■ Projecta's 'UTB Contour' fixed-frame screens are optimised for Ultra HD/4K home cinema projection.

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