

UHD ALLIANCE PRESS RELEASE JANUARY 5, 2015

Hollywood Studios, Consumer Electronics Brands, Content Distributors, Post-Production and Technology Companies Announce UHD Alliance to Establish Premium Quality Standards Across Content and Devices at CES 2015

Alliance Ensures a Seamless, Integrated and High-quality UHD Ecosystem for the Consumer Las Vegas, NV – January 5, 2015 –

Leading Hollywood studios, consumer electronics brands, content distributors, post-production and technology companies announced today the launch of the UHD (Ultra High Definition) Alliance – a new coalition of companies united to set the bar for next generation video entertainment by establishing new standards to support innovation in video technologies including 4K and higher resolutions, **high dynamic range**, wider color gamut and immersive 3D audio. The UHD Alliance was created with the consumer in mind; it provides information on premium Ultra-HD content and devices to deliver best-in-class home entertainment. The Alliance is also focused on helping consumers benefit from a seamless, integrated and high-quality Ultra-HD ecosystem from end-to-end. Premium Ultra-HD content and devices will be clearly identified so consumers can easily recognize them inshore.

The Alliance was formed by global companies including DIRECTV, Dolby, LG Electronics Inc., Netflix, Panasonic Corporation, Samsung Electronics Co., Ltd., Sharp Corporation, Sony Visual Product Inc., Technicolor, The Walt Disney Studios, 20th Century Fox and Warner Bros. Entertainment. “As the UHD ecosystem continues to evolve, we are strengthening our commitment to high-quality UHD content and devices,” said Hyunsuk Kim, President, Visual Display Business at Samsung Electronics. “The Alliance will encourage the development of high-quality UHD content while distinguishing TVs that provide the most premium UHD viewing experience.”

“The innovative advancements and quality improvements with TVs are evolving rapidly, as seen throughoutCES,” said Mike Dunn, President, 20th Century Fox Home Entertainment. “The UHD Alliance will benefit consumers by identifying products and content that will give the true UHD experience.” “These technologies allow us to utilize a much broader palette to tell our stories while providing viewers with true-to-life colors, superior contrast and premium picture quality,” said Ron Sanders, President, Warner Bros. Home Entertainment. “Working with a wide industry consortium is the best way to deliver these experiences within premium entertainment.”

The UHD Alliance aims to ensure that all of the links in the chain – from the production, distribution and consumption of content to the playback capability of devices – meet the identified premium quality standards, whilst embracing standards that are open and allow flexibility in the market yet give consumers confidence that they can watch the content they want on their devices. In the coming months, the group will convene to outline a technology roadmap for the rapid evolution of UHD technology, worldwide. About UHD Alliance

The UHD Alliance is a global coalition of leading film studios, TV brands, content distributors, postproduction and technology companies that aim to create a unified criterion for premium UHD platforms, from devices to content including next generation features like as 4K resolution, **High Dynamic Range**, Wide Color Gamut, High Frame Rate and Immersive Audio. The group is composed of DIRECTV, Dolby Laboratories, LG Electronics Inc., Netflix, Panasonic Corporation, Samsung Electronics Co., Ltd., Sharp Corporation, Sony Visual Product Inc., Technicolor, The Walt Disney Studios, 20th Century Fox and Warner Bros. Entertainment.