

Europe Gets First UHD/4K Channel

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With Ultra HD (UHD, aka 4K) TV taking over the CES 2013 headlines it is about time potential customers get to see actual 4K content-- Eutelsat Communications launches the first dedicated UHD demo channel for Europe.



Available on the EUTELSAT 10A satellite, the channel transmits 3840 x 2160 content at 50fps encoded in MPEG-4 and transmitted at 40 Mbit/s.

Helping with transmissions is video compression solution provider ATEME.

"This new step towards 4K continues Eutelsat's longstanding commitment to achieving new broadcast milestones that over the last 20 years have included digital TV, HDTV and 3D," Eutelsat says. "Early and close collaboration between all players in the broadcast chain will be a key success factor for this new revolution."

The first set of UHD TVs should hit the market later this year-- even if by all accounts such sets are the definition of, well, pricey.

Go [Eutelsat Launches Europe's First Dedicated UHD Channel](#)