

## Sharp and RED Collaborate on 8K Technology

Written by Alice Marshall  
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A Facebook post by cinematographer Phil Holland reveals cinema camera maker RED is working with Sharp on a "special project" involving 8K display technology.



Holland is currently testing a Sharp prototype 70-inch 8K TV. In comparison with a 4K TV of the same size from the same company, he says the difference between the two TVs is "like looking at a decent fine art print versus a really good one." The test involves aerial footage Holland shot in 8K watched from around 2m away, "within the ideal viewing distance for a 70-inch screen based on THX's numbers."

The two companies still have to confirm the nature of their collaboration, or whether it will result in a consumer 8K TV. That said, it makes sense for RED to push 8K technology. It currently sells the 8K Weapon camera with Super 35 and Vista Vision sensors, and according to Nikkei it is working on a lower-cost 8K camera with Foxconn.

The curious wanting to check out footage used by Holland can click the link below, although to truly appreciate the 8K nature one needs a very fast computer and, of course, a display able to handle the resolution.

Go [Phil Holland on Facebook](#)

Go [Foxconn Eyes Digital Film Sector as Smartphone Demand Weakens \(Nikkei\)](#)

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Watch [Down Night Aerial 8K Footage](#)