

## 8K Association Announces Certified Program

Written by Frederick Douglas  
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The 8K Association (8KA) announces a Certified program for 8K TVs meeting the exacting requirements outlined by the association, such as the amount of pixels and high dynamic range performance.



TVs with such certification feature x4 as many pixels as standard 4K TVs, and deliver exceptional contrast and colour for high dynamic range performance. Member companies of the 8KA can promote 8K TVs under the Certified banner after each TV model is validated by an independent certification program manager, and the logo can demonstrate to consumers the verified high-performance characteristics of each TV model.

For 2020, the 8KA plans to ramp up education and industry cooperation activities. With membership growth from companies representing all parts of the 8K ecosystem, the 8KA plans several initiatives, such as the promotion and certification of TVs under the Certified program, expanded promotional activity, initiatives to reach consumers and work on the adoption of higher efficiency 8K streaming technologies.

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The 8KA counts five of the leading panel manufacturers in the world as members. According to the association, the member suppliers represent over 70% of global TV panel manufacturing capacity in 2019. With strong support for 8K resolution technology, the momentum behind 8K display growth will continue to increase in the 2020, ensuring more customers will be able to enjoy such TVs in the year ahead.

Looking further into the future, the association expects the adoption of 8K in content creation, distribution and the home to follow a similar growth pattern as the adoption of 4K over the past several years.

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