

3M™ Discusses QDEF Technology for Rec. 2020 and Beyond at SMPTE 2014

3M QDEF technology leaps years ahead to deliver movie quality color content to at home and mobile devices; Jimmy Thielen will present at SMPTE 2014

Jimmy Thielen, Product Development Specialist of 3M Display Materials and Systems Division, will present “Bringing the Color of Tomorrow Closer to Reality Today” at the SMPTE 2014 Annual Technical Conference at the Loews Hollywood Hotel in Hollywood California on October 22 at 3:00 pm in Salon 2.

“The International Telecommunications Union (ITU) has recommended a television broadcasting standard (Rec. 2020) for ultra-high definition (UHD) television that is aimed at providing a better visual experience. They recommend a color gamut that exceeds previous broadcasting standards and is currently only achievable by laser-based display technologies. Quantum dot enabled LCDs provide one alternative with potential to meet Rec. 2020's standard color gamut while taking advantage of existing manufacturing capacity. We examined how existing quantum dot and LCD technology could be optimized to meet the Rec. 2020 color standard. Our analysis revealed that up to 94% gamut coverage can be achieved,” Thielen explained in conjunction with 3M co-authors James Hillis, John Van Derlofske, Dave Lamb and Art Lathrop in an abstract for his presentation. 3M's presentation is among the afternoon series on “Display Technologies: Where Do We Go From Here (And How Do We Measure What We've Already Got).”

The Society of Motion Picture and Television Engineers (SMPTE), the worldwide leader in motion-imaging standards and education for the communications, media, entertainment, and technology industries, will host the SMPTE 2014 Annual Technical Conference & Exhibition at the Loews Hollywood Hotel October 20-23, 2014.

SMPTE 2014 is the premier annual event for motion-imaging and media technology, production, operations, and the allied arts and sciences. The event draws elite and world-renowned technology thought-leaders from motion picture studios, broadcast and distribution networks, production and postproduction communities, software companies, systems integrators, manufacturers, display technologies, distribution providers, over-the-top providers, and others leading the evolving motion-imaging industry.

Media interested in meeting with 3M during SMPTE 2014 should contact Jacqueline O'Brien of SAVVY Public Relations at (409) 594-9230, jacqueline@savvypublicrelations.net.

About the Society of Motion Picture and Television Engineers® (SMPTE®)

The Oscar® and Emmy® Award-winning Society of Motion Picture and Television Engineers® (SMPTE®), is the preeminent professional membership association advancing the art, science, and craft of the image, sound, and metadata ecosystem. An internationally accredited Standards Development Organization, SMPTE advances moving-imagery education and engineering across the communications, technology, media, and entertainment industries. Founded in 1916, SMPTE publishes the SMPTE *Motion Imaging Journal* and has developed more than 800 standards, recommended practices, and engineering guidelines.

The Society is sustained by more than 6,000 members — motion-imaging executives, engineers, creative and technology professionals, researchers, scientists, educators, and students — who meet in Sections throughout the world. Through the Society's partnership with the Hollywood Post Alliance® (HPA®), this membership is complemented by the professional community of businesses and individuals who provide expertise, support, tools and the infrastructure for the creation and finishing of motion pictures, television, commercials, digital media, and other dynamic media content. Information on joining SMPTE is available at www.smppte.org/join.

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