NHK to Showcase 8K SUPER Hi-VISION Content at Cannes Film Festival

Tokyo, April 9, 2013 — Japanese public broadcaster NHK will hold a public screening of content in its cutting-edge SUPER Hi-VISION (8K) format at the Cannes Film Festival next month. A highlight will be the first 8K narrative film, the comedy short Beauties À La Carte. NHK is striving to facilitate implementation of the 8K format in line with its mission to lead development of new broadcasting technologies. Now, NHK is stepping forward to awaken the international film industry to new possibilities in cinema imagery and sound.

SUPER Hi-VISION (8K) is the broadcasting medium of the near future. NHK began developing it in 1995. The 8K format has 7,680 by 4,320 pixels — four times the resolution of 4K and 16 times that of current HD. And it features 22.2 multichannel sound, which combines with the vivid images to give viewers an experience that’s almost like being there. NHK performed the live 8K transmission from London Olympics venues in 2012 and aims to begin experimental 8K broadcasts in Japan in time for the Rio de Janeiro Olympics in 2016.

NHK is exploring 8K production in various genres. Most recently, it joined hands with Brazilian commercial broadcaster TV Globo in February 2013 to shoot the Rio de Janeiro Carnival in 8K.

Viewers at the public screening in Cannes will experience spectacular coverage of the carnival along with content in the genres of wildlife, entertainment, arts, and sports.

Nobuhiro Haneda is NHK’s senior manager in charge of 8K content production. He said: “The new technology is driving new content. We learned from our 8K initiative at the London Olympics that viewers and broadcasters are tremendously excited about 8K. The production of Beauties À La Carte is part of our efforts to understand the technical challenges of producing drama in this new format. I hope we can work with film-industry professionals to further explore the possibilities of using 8K for feature films.”
**Beauties À La Carte** (1 x 26 min., 2013)

Famous gourmet food critic Hiroshi Motoyama is invited to a new French restaurant that everyone is talking about. With his expectations running high, he soon realizes that this restaurant has no menu. The chef watches over the tables from a small window in the kitchen door and decides what to serve based on what he sees in customers. A heartwarming and funny tale plays out as Motoyama begins to wonder what kind of food he’s going to get.

This short comedy film was directed by the versatile filmmaker Toshio Lee (of *Detroit Metal City* fame) based on an original story by Kundo Koyama, writer of *Departures*, which won the 2008 Academy Award for Best Foreign Language Film.

**About NHK**

NHK (Japan Broadcasting Corporation) is Japan’s public broadcaster. Funded by receiving fees from Japanese households, it has a reputation for impartial, high-quality programming. Through its four nationwide TV channels, NHK reaches about 50 million households. A large staff of directors, producers, and engineers enables NHK to make programs in every genre. NHK pioneered HD television and is known for its use of cutting-edge shooting technologies to produce high-quality programs.

[http://www.nhk.or.jp/english/](http://www.nhk.or.jp/english/)