

B-88

Pioneer of TV Technology

This is a pioneering effort in electronic television technology. In December 1926, Kenjiro Takayanagi electronically displayed the character "i" on a CRT for the first time in the world, and realized the world's first electronic television receiver using a CRT. An all-electronic television system was developed in 1935, and was successfully broadcast in 1939. These pioneering achievements have laid the foundation for Japanese television and related industries to grow into world leaders.

B-89

Coding Technology and Transmission Equipment of Digital Video

This is the result of video coding technology and video transmission equipment for digital video in HD. High resolution and realistic HD video equipment and transmission costs have been greatly reduced with the development of high-quality, low-power coding algorithms and LSIs, technology for delivering broadcast-quality video over public IP networks, and technology for suppressing color-bleeding degradation during multistage relaying. The H.264 video transmission device developed by this development has been adopted by broadcasting stations around the world, and in a wide range of fields, from consumer equipment to professional broadcasting equipment, contributing to the development of industries using HD video and the spread of HD video on a global scale.

B-90

Broadcasting and Communication Cooperation System using HTML5 “Hybridcast”

This is the result of realizing a new TV service that links broadcasting and communication. The use of HTML5, which is used on the Internet, makes it possible to display large amounts of information such as high-quality images and animations at the same quality as broadcast. In the future, it will be possible to provide information on the Internet related to programs, link with social networks, use interactive broadcasting, and change the studio to your liking.