

CEA: 4K is "Ultra High-Definition"

Written by Marco Attard
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The Consumer Electronics Association (CEA) decides on a name for so-called "4K" TVs-- "Ultra High-Definition" (or "Ultra HD") a name letting consumers (and retailers!) know exactly what TVs they are buying.



The CEA 4K Working Group also lists the minimum specifications required for the Ultra HD standard. These include 3840 x 2160 resolution, 8 million active pixels and at least 16:9 aspect ratio.

Products carrying Ultra HD labelling will also have at least one digital input capable of carrying native 4K video without the need for up-converting.

"This new terminology and the recommended attributes will help consumers navigate the marketplace to find the TV that best meets their needs," CEA president and CEO Gary Shapiro remarks.

In theory from now on vendors will use "Ultra HD" as an umbrella term for 4K offerings-- even if Sony recently announced it will market its products as "4K UHD." Either way expect the CEA to push the new format name from CES 2013 onwards.

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