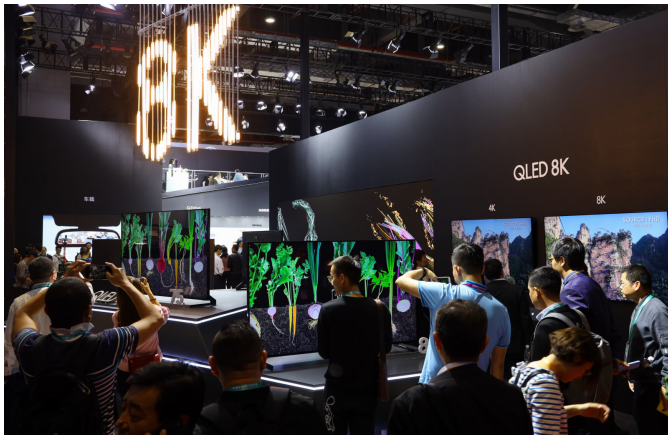


CTA Sets 8K TV Standard

Written by Frederick Douglas
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The Consumer Technology Association (CTA) announces an official definition for 8K UHD TVs, together with a logo to help retailers and consumers identify products meeting the standard 8K UHD requirements.



The standard states an 8K TV features 7680 x 4320 resolution, allowing for 33 million active pixels within a 16:9 viewable window. Such as set should also offer at least one HDMI input with 7680 x 4320 resolution support, 10-bit image depth, frame rates reaching 24, 30 and 60fps, HDR capability, colorimetry as specified by ITU-R BT.2100 and HDCP v2.2 or equivalent content protection.

In addition, an 8K TV has to be able upscale SD, HD and 4K video and display it at 8K UHD resolution. as well as receive 10-bit 8K images and render an image showing responsiveness to changes to any of the 10 bits. Meanwhile the logo is an extension of the 2014 CTA 4K UHD logo.

“CTA is home to video industry players across the ecosystem-- from manufacturers to the content and entertainment sector-- and we’re proud to convene such a diverse group of innovative companies to work together,” the association says. “This 8K UHD definition is the product of our Video Division Board’s dedication and hard work. As a result, retailers and consumers will know products that carry the accompanying logo deliver 8K UHD quality and performance.”

The CTA 8K UHD license and certification agreement will be available "in the coming weeks," and the logo will enter use from 1 January 2020.

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Go [CTA Launches Industry-Led 8K Ultra HD Display Definition, Logo Program](#)