

## NAB 2014: SAGEMCOM SHOWCASES “LIVE” 4K UHD ENCODING/DECODING WITH ELEMENTAL.

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**SAGEMCOM, IN PARTNERSHIP WITH ELEMENTAL TECHNOLOGIES, DEMONSTRATES A REAL-TIME 4K ULTRA HIGH DEFINITION HEVC ENCODING AND DECODING CHAIN, ON ELEMENTAL BOOTH (SU2724) DURING NAB IN LAS VEGAS.**

The UHD HEVC Set-Top box from Sagemcom includes the following features: fast navigation between channels, Picture in Picture, Time Shifting, and Recording.

Sagemcom showcased Ultra HD TV during CES 2014 in Las Vegas, after an initial breakthrough presented during IBC 2013 in Amsterdam where Ultra HD television live reception and decoding, advanced video content redistribution and next-generation wireless transmission were demonstrated.

According to Olivier Taravel, Sagemcom’s Deputy Chief Executive Officer in charge of the Sagemcom Digital Set-Top Box Unit, *“these innovations are combined to enable operators to deliver a superior multi-screen, multi-device viewing experience to their subscribers”*.

#### **About Sagemcom**

A French high-tech group of international dimensions, Sagemcom operates on the broadband (digital home, set-top boxes, Internet routers, telephony and multimedia terminals), telecoms and energy (smartgrid and energy management) and retail.

With a revenue of around 1.3 billion euros, Sagemcom employs 4,600 people on five continents; currently a European leader on most of its key markets, Sagemcom aims to become a world leader in communicating terminals with high added value.

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