

PRESS RELEASE

BT SPORT



PHABRIX support HDR trials ahead of BT Sport Ultimate Launch

PHABRIX is pleased to announce it has recently concluded nine months of successful HDR technology trials with BT Sport. PHABRIX supported BT Sport, providing its Qx rasterizers and technical expertise, as they developed and refined their live production workflow for the launch of their new HDR, UHD and Dolby Atmos supported proposition, BT Sport Ultimate. This includes HDR on the BT Sport app for mobile devices.

PHABRIX HDR-enabled Qx rasterizers were used extensively throughout BT Sport's production chain, in over 20 live HDR trials, including at the 2019 UEFA Champions League Final in Madrid, the European Rugby Heineken and Challenge Cup finals in Newcastle and the FA Cup Final. The Qx was used to monitor and analyse SDR and HDR Wide Colour Gamut (WCG) material and PHABRIX collaborated with BT Sport to provide suggested settings for SDR to HDR converters and 'tone mappers' in trucks and networks.

The Qx range brings together all the advanced Test & Measurement tools required for transitioning to the next generation of video formats. Designed for HD/3G/6G/12G-SDI and IP ST 2110/2022-7/2022-6 environments, the instrument set includes tools for rapid fault diagnosis, compliance monitoring and product development.

Andy Beale, Chief Engineer at BT Sport, said, "HDR is an extremely important development for live sports broadcasting and in line with our innovation ethos brings our audience closer to the heart of sport than ever before: the ultimate viewing experience. PHABRIX's Qx rasterizer presents all the necessary HDR information we require in a clear, consistent display."

Prinyar Boon, Product Manager, PHABRIX, adds, "Working closely with BT Sport over the past 9 months has been thoroughly rewarding for the PHABRIX team, enabling us to learn more about the complex workflow and technical sensitivities of broadcasting a live HDR sports production. Qx's HDR engineering-grade analysis toolset, including dataview, heatmaps and test pattern generator (mapped and ITU-R patterns) were fantastic assets for comparative monitor set-up and the evaluation of HDR to SDR converters. We look forward to continuing our partnership with BT Sport, helping them to bring the ultimate HDR experience to a wider base."



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Andy Beale
Chief Engineer, BT Sport



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