

IT'S SHOWTIME!

IE presents a showcase of just some of the highlights from this year's event which saw launches and innovation galore.

The show always provides an opportunity for the leading automation platforms to do battle and present their advancements for the coming year.

Crestron rose to the challenge with gusto putting particular emphasis on its 4K solutions showcasing 4K DigitalMedia switching and video distribution devices.

Robin van Meeuwen, VP of Crestron International, says: "4K displays are quickly establishing a strong foothold in both professional and consumer markets. However, up until now, video distribution technology was not available to transmit 4K content throughout a home or business, to multiple rooms, or over long distances.

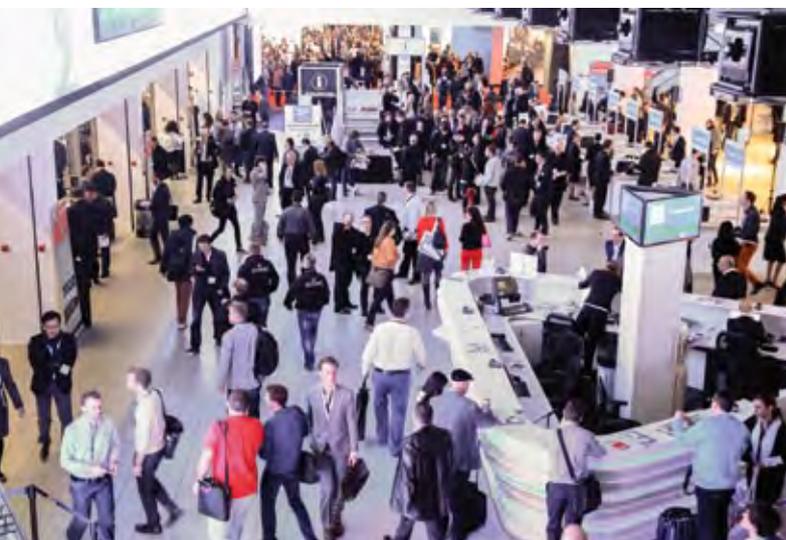
"When it comes to emerging video distribution technology in the digital arena, once again, Crestron is taking the lead, this time with the first complete 4K solution."

Visitors were able to see a live 4K switching demo from a variety of sources to different Crestron 4K Certified displays, using new products including the DMC-4K-HD Input Card and DMB-4K-I-HD Input Blade which enables 4K HDMI input to 8X8, 16X16, and 32X32 DM switchers and the DMB-4K-I-HD input blade which allows 4K HDMI input to 64X64 and 128X128 DM switchers. Also put through their paces were the Type 8 Output Cards which deliver 4K DM output from 8X8, 16X16 and 32X32 DM switchers and the DMB-4K-O-C output4kt blade which promotes 4K DM output from 64X64 and 128X128 DM switchers. The output can be connected to a DM receiver or directly to any HDBaseT compliant device. Also shown was the DM-RMC-4K-100-C which provides a one-box interface for a single 4K display device as part of a complete Crestron DM system. In addition to lossless audio and 4K video, the DM-RMC-4K-100-C provides Ethernet, RS232 and IR control ports.

Visitors also got a look at the HD-XSPA which brings in 4K video from a matrix switcher through a Crestron DM input port and four local HDMI inputs. With a built-in high-performance eight-channel amplifier, Crestron says the product makes it easy and affordable to include top-quality 7.1 surround sound in a home cinema as part of a whole-house distribution system. This meaty component delivers 140W/Ch. at 8 Ohms, with a dedicated subwoofer channel for powering a passive in-wall subwoofer. The HD-XSPA can also provide a two-channel down-mix to feed back to a distributed audio system or two assigned amp channels (leaving 5.1 for surround).

In addition, Crestron DigitalMedia matrix switchers, ranging from the 8X8 model to the newest 128X128 edition, were shown as being ready for 4K support. Both models support 4K signals and extension of uncompressed, HDCP-protected HDMI content up to 100 metres via HDBaseT. Transmitters may be mounted in a single gang wall box, are available with black or white faceplates and can also be rack mounted.

ISE 2014 again broke attendance records with 51,003 visitors making it to the event



Control4 used the event to showcase enhanced integration for security cameras for residential and commercial spaces. Control4 says adoption of surveillance cameras and network video recorders (NVRs) is growing at a rapid pace, a trend that makes security automation one of the industry's most promising growth areas. Consequently, enhanced interoperability with surveillance cameras has been key for the platform, spearheaded by Simple Device Discovery Protocol (SDDP) recognition of five of the top security manufacturers. In addition to new SDDP driver support for two

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brands of NVRs and more than 1,500 models of surveillance cameras, Control4 has developed new IP camera driver-creation tools that are designed to simplify installation and provide new features to deliver a robust and accessible remote security monitoring experience.

To make deployment and integration of surveillance systems less time consuming and more feature-rich, Control4 has also provided camera manufacturers with a newly published camera proxy API, which will enable security manufacturers like Channel Vision, Lilin, Planet, QNAP and Snap AV to develop Control4-certified drivers that will take full advantage of the capabilities of each of the models they manufacture. The new level of integration also promotes easier implementation of features such as facial and license plate recognition and advanced motion detection into a Control4 eco-system over drag and drop Composer Pro. The company also says that setup will also be more efficient because Control4-certified cameras will no longer require a static IP address.

In addition, all of Control4's mobile Apps will support the h.264 video streaming capabilities, utilised by the many security cameras to deliver video quality at 80% or more bandwidth savings, increasing the usability of remote monitoring. All of the enhanced functionality, new tools and interoperability with cameras via SDDP will be available with the release of Control4 OS 2.5.3, scheduled for just after the ISE.

AMX also had a strong show, offering many office and corporate based solutions. "ISE has always been an important show for us but this year it exceeded even our own

expectations," explains Kevin Morrison, managing director and vice president, AMX Europe. "Our new Booth was incredibly well received and, with its end-user focus, proved to be the perfect platform on which to showcase the real world applications of AMX technology."

A neat, affordable and easy to install boardroom/meeting solution was demoed in the form Enzo. Designed specifically for collaboration via a screen or projector/screen, AMX says Enzo is the simplest, fastest way to present and share information during a meeting allowing users to easily access content and documents stored on USB, web or in the cloud. Allowing people to jump right into a collaboration session with no set up and use familiar services such as dropbox, the system works from just one unit which uses PoE and all that is needed on the control side is a mouse and keyboard.

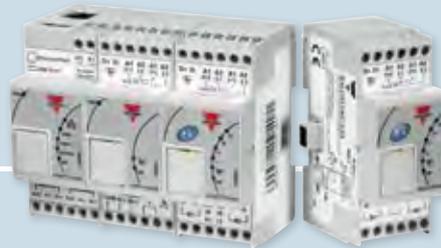
To facilitate a simplified scheduling experience, AMX also introduced into Europe Quick Response Scheduling (QRS) for RMS Enterprise that provides a convenient and cost effective option for viewing specific room schedules from any mobile device, by scanning the QR code mounted near the room entrance.

On the touch-panel side of things visitors were able to see the new 7in and 10in Modero 'S' Series models, plus the 4.3in version (which ships in March 2014). Designed to complement the sleek design of the Modero X, the new Modero S Series range is suited for more cost sensitive installations and room scheduling applications and also comes with a new Any Mount Kit, enabling mounting into single and double gang wall boxes.

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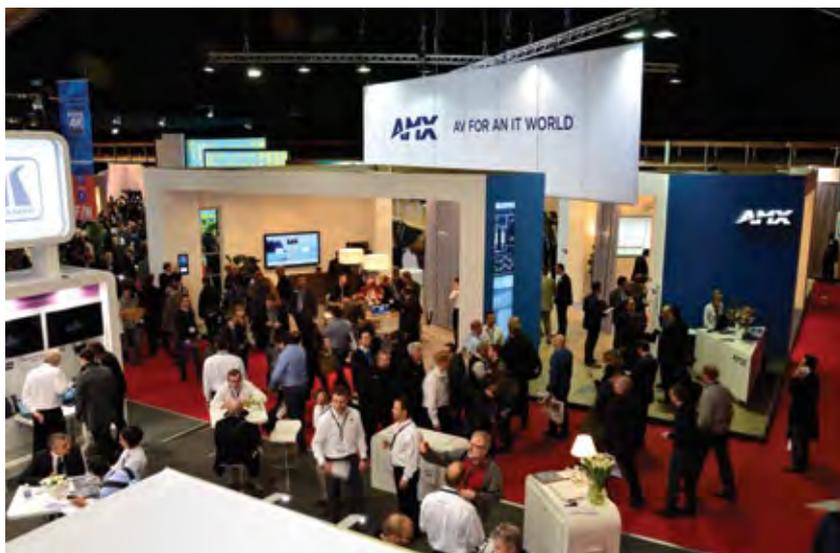
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■ AMX had a strong show offering insight into many of its light commercial solutions

AMX also used ISE 2014 to announce that its Enova DGX range is now fully capable of supporting 4K and Ultra High Definition (UHD) content and to showcase the latest version of its configuration tool; Rapid Project Maker (RPM) Version 2.0 which simplifies room configuration and management with support for dual rooms and multiple in-room control panels.

Savant available in the UK from **RGB Communications** is a system that has been gaining traction of late and the show witnessed some further functionality additions. Technologies showcased included the Wi-Fi-based self-configuring Universal Remote Control, the SmartLighting Wi-Fi lighting control system and multi-room media distribution.

The maker says the Savant Universal Remote has been designed for the modern media room, providing intuitive control of an entire audio/video system along with connected devices such as distributed audio, lighting, climate control and other features within a residential or commercial setting. Similar to Savant's existing user interfaces, the unit is self-configuring once connected to the network, eliminating the need for programming. The controller supports a menu of screens for controlling services throughout the home or workplace and because it utilises Wi-Fi connectivity, users can control devices without pointing or aiming.

Savant's SmartLighting Wi-Fi 802.11-based lighting control products are designed to provide a versatile solution that can be used as both a stand-alone lighting control platform or as part of a Savant automation system. Featuring a dimmer inside each double gang Wi-Fi-connected keypad, Savant has created a customisable solution for both new construction and retrofit lighting control that can be integrated without rewiring. Also now available are a family of multi-room media distribution products composed of three video distribution systems (8x8, 8x6, 8x4), an audio distribution system (32x20) and two HDBaseT receivers to accommodate a wide range of installation options. This family of devices compliments Savant's Wi-Fi-based introductions giving installers a versatile platform for commercial or residential work. The event also provided an opportunity for the platform to underline its KNX integration as well as iOS and Android user interfaces.

Control specialist **URC** (available in

the UK from **AWE**) showcased a variety of functionality and compatibility to its Total Control system including Extra Vegetables' recent two-way Sonos integration module. The protocol specialist, in collaboration with URC, has created further modules for two-way control of DIRECTV, Roku, Popcorn Hour/Popbox and Dune HD. All modules are described as easy to install and work with URC Accelerator, requiring minimal dealer setup as they seamlessly connect to Total Control, displaying customised graphics on URC touch-panels, remote controls and iOS Apps straight out of the box.

The URC Total Control App was able to display its full compatibility with iOS7 and Total Control is now also compatible with a range of third party IP and analogue cameras, from manufacturers such as Wirepath Surveillance, IC Realtime, Panasonic and Axis. AWE staff were also excited at the prospect of being able to bring to bear all the advantages of the company's new HQ offering new demo and educational facilities. An open day in the form of the AWE Expo will be held on March 31, to showcase the new set up, contact the company for more details.

Control was a key theme on the **Wyrestorm** stand as the company showcased its much anticipated automation platform, Enado.

The new control interface combines hardware and software to provide installers with an affordable and easy to use/implement for end-to-end control and support of HD AV distribution systems and related electronics. Designed to provide an intuitive user interface, the system operates over a browser-based platform meaning any Internet enabled device can control the system. To the end user, Wyrestorm says Enado acts as a traditional App, easily accessible via any iPad, Android device or smartphone; but behind the simplicity of the Enado interface is a robust, innovative and powerful product designed to be installed without programming. The Controller is a 1U 19in rack mounted unit that features 16 assignable IR ports, 8x Integrated IP ports, an array of contact closures with built-in secure Wi-Fi for connection to any local Internet enabled devices. Enado can also sit on a traditionally secured LAN and be used to control devices in large buildings or indeed anywhere in the world.

Enado's software includes a straight-forward (no-programming), browser-based Configuration Tool, backed by a comprehensive IR database. A built-in device editor and IR learner, means new devices preview on the presenter's control device (using the latest IP decoding technology), so they can focus on the audience rather than the display status.

No control round up would be complete without a look at the **RTI**



■ Savant is one of the fastest growing platforms around and had a strong ISE

stable and this ISE saw the spotlight fall on the CX7 Countertop controller. A wired user interface for reliable 'always on' control suitable for domestic or commercial settings, the unit can be mounted on a countertop or under a cabinet. The CX7 offers an adjustable tilt 7in multi-touch capacitive touch-screen LCD, analogue audio and video inputs, stereo speakers, wired and wireless Ethernet, proximity and ambient light sensors. The unit also features wired 10/100 Base-T and wireless Ethernet, which provides two-way control and feedback, access to Web pages, video from network security cameras and convenient programming. A built-in camera and microphone offer intercom capabilities in the future. The CX7 features multiple power source options, such as the included power supply and Power over Ethernet (PoE). Built-in high-output IR provides direct control of devices without the need for a separate control processor. RTI products are available in the UK from **Invision**.



RTI chose to highlight the new versatile CX7

CYP had a busy show which included adding to its extensive HDBaseT range. With a line up now consisting of over 50 products including its latest 16 x 16 and 8 x 16 HDBaseT modular matrices, CYP says its latest HDBaseT product additions offer greater connectivity and more advanced 'break-out' options.

New introductions include the multi-format modular matrix which offers 16x16, 8x16 and 16x8 combinations of any required signal format. The matrix can be configured with HDMI, HDBaseT (4Play & 3Play Lite), DVI and VGA input and output boards and also delivers RS232 pass-through, IP control, DVI monitor output and dual removable internal power supplies that allow for easy inspection and maintenance. A major part of **HD Connectivity's** activity at the show surrounded the expansion of the offering from the HDanywhere brand including new module options and a larger, stackable 8x8 chassis size to HDC's British-made matrix series.

Designed and built in the UK, Modular is a customisable Ultra HD 4K compatible HDMI matrix switcher that uses a patented system of interchangeable input/output (I/O) module options to enable installers to create HD distribution systems matched to the needs of each project.

The 8x8 chassis has allowed the line up to enhance the

spec to accommodate Ultra HD 4K/60 resolutions and a more future-proofed backplane. Installers are able to specify which signal transmission technology is used for each TV location and modules include HDMI, HDBaseT Pro and HDBaseT Lite Out and now HDBaseT IN, all of which can be mixed and matched in a single system.

Movie Magic

Kaleidescape was particularly keen to draw attention to the capabilities

offered by its App providing new and intuitive ways to search for content and get the maximum enjoyment from any collection. The company is also promising to continue to innovate with its control interfaces and App, perhaps exploring what more can be done with recommend data available from sites such as Rotten Tomatoes.

The recently launched Cinema One was also a key part of the show and the company is excited that its concept is now available at a new price point. Cinema One lets viewers enjoy their movies in true bit-for-bit Blu-ray and DVD quality—whether imported from CD, DVD, Blu-ray disc or downloaded from the Kaleidescape Store. Cinema One stores up to 600 DVD or 100 Blu-ray quality movies and the company told *EI* that it is taking a serious look at creating some extra storage for the machine, but as yet no details are available.

Home cinemas of course need screens and one company offering some fresh ideas at the show was **Screen Innovations (SI)**. To add to its Black Diamond technology which provides performance for high-ambient light conditions, SI now offers Slate, which is designed to allow projection to excel in a bright environment at any budget.

The maker says the technology eliminates the need to settle for white or grey screens by rejecting 65% of the room's ambient light. Slate is made in the USA and is a flexible multi-particle optical screen offered in standard sizes up to 200in 16:9; larger sizes are available on request. Slate is available in Motorised, Zero Edge and Fixed Frame screen



Kaleidescape hinted that extra storage capacity is in development for the Cinema One



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■ The capabilities of the NuVo platform including the P3500 player were highlighted



formats. SI is available in the UK from **Anthem AV Solutions**.

Draper was also on hand to offer some inventive new screen offerings with the creation of TecVision Engineered Surface Technology. Available in five formulations to start, TecVision features white surfaces with gains ranging from 1.3 to 1.9 over very wide viewing cones and grey surfaces with strong performance under higher room light levels.

“There are few companies in the world who are experts in designing projection screen surfaces,” according to Draper company president John Pidgeon. “Most screen fabrics are made by firms whose primary business is manufacturing textiles for other purposes. We’ve made a major investment in equipment, expert personnel and research time specifically to offer this line of revolutionary new surfaces unmatched by any other screen manufacturer in the world.”

Bob Mathes, AV market manager for Draper, adds: “Rather than using ‘mass-production’ methods in order to minimise costs, TecVision screens are individually produced; each and every screen surface is individually formulated, programmed and manufactured with multiple checks for quality, consistency and uniformity from start to finish.”

Arcam held a special event to mark the launch of the AV950, a brand new AV pre-processor which the company says sets a new benchmark for audiophile quality performance in home cinema installations.

“The AV950 has been designed to provide the finest sound in home cinema,” says Arcam’s MD, Charlie Brennan. “It delivers a level of sonic detail and emotional connection that takes the listener to the very heart of the cinematic or musical experience. Installers will also appreciate the unit’s compatibility with current and emerging technologies, such as, 4K, the range of control options available and the product’s inherent reliability. Quite simply, this is Arcam’s highest performing pre-processor ever.”

The video and audio stages on the AV950 feature integral 4K and 3D video capability and also allow standard and up to seven HD sources to be up-scaled to any resolution, where required. The AV950 includes auto set-up with room correction and can be integrated within whole house control systems through RS232 or IP. For simple systems, Arcam offers a free of charge iOS control App. 12V triggers and standard IR control options are also available. FM / DAB / DAB+ capabilities are joined by Internet radio and the ability to interface with uPnP audio servers. The USB port supports memory devices as well as digital audio from an iPod, iPhone or iPad. An on-board power supply unit can supply Arcam’s range of rSeries accessories enabling installers to easily add an Arcam rBlink for playback via high-quality aptX Bluetooth playback.

Multiple Possibilities

If recent history has taught anything in the multi-room music category, it is that systems must evolve or die and fully cognisant of that fact, **NuVo** had some interesting news in the shape of increased integration potential with a number

of drivers for third-party automation systems. Available now are drivers from Vantage, AMX, Crestron, BitWise, RTI and Control 4, with more expected this year. The company says the move offers simple inclusion into a whole-house system for new projects or retro for existing customers.

“Pursuing compatibility with automation partners and ensuring that integration is easy to implement is part of our commitment to both dealers and end-users,” says NuVo’s vice president of technology, Rick Kukulies. “These drivers have been developed in order to elevate the user-experience and provide high-performing, completely integrated audio systems in projects where both NuVo and third party systems are employed.”

The company was also at pains to point out the flexibility available with its platform offering multiple interchangeable player options including hardwired professional series player options which power three zones from one single rack-mountable unit. The new P3500 Player will play up to three different streaming sources independently in three zones and provide up to 200W per zone. The P3500 can be used alone, in conjunction with NuVo’s P3100, or in a system with NuVo’s single-zone wireless players. The NuVo platform is available in the UK from **Habitech**.

High Network

Networking was of course a huge part of the show and one of the companies showing its latest innovations was **Pakedge** (available in the UK from **RGB**). Pakedge offered an overview of its NP36 Network Patroller, a device designed to facilitate the BakPak Cloud Management Service which offers full off-site diagnostics and control of automation systems and components.

Already a popular brand in the US, the company’s footprint is growing in the UK as installers warm to the convenience and level of remote control the BakPak system offers.

BakPak provides full remote access to customers’ networks via an iPad, iPhone or Android device or web browser. Working in conjunction with the NP36 Cloud Appliance, installers can automatically discover then configure and manage Pakedge products and other manufacturers’ devices on the network. Installers can review diagnostics, uptime and downtime, manage network appliances, store and back up customer data and perform remote system reboots across multiple projects 24/7. Full project and system visibility is possible in an at-a-glance view from a single dashboard, without the need for port forwarding or DynDYS. The App enables installers to remotely power cycle the Power over Ethernet (PoE) ports on Pakedge switches and power distribution units. Installers can also establish pre-defined alerts to SMS, email or mobile push notification in the event of a fault to speed up troubleshooting and repair. Installers can store all their device profiles and settings on their mobile device for immediate access or back them up to the cloud.

Available in the UK from **Invision**, **ICE Cables** presented its Clear Series 2 HDMI Cables. Installer friendly features

include a compact head design, GRIP connector with locking technology and the ability to handle 1080P/60 HZ up to 100 feet (30 meters) without baluns. The line is comprised of pre-terminated cables in lengths from .5 meter to 30 meters and replaces the company's original Clear Series.

ICE Cable's unique GRIP connector attaches to female HDMI connectors with up to 15lbs of pull-force, reducing disconnected cables and service calls. The compact size of the head (measures 10 MM by 19 MM by 21MM) contributes to easier side-by-side and stacking connections and takes up less space behind equipment. Clear Series 2 achieves 1080P/60 HZ in runs up to 100 feet without the use of a balun, ideal for direct connections from Blu-ray DVD players and DVRs to a TV.

Peerless AV was underlining the AV part of its brand name at the show, by not only showcasing some handy mounting solutions, but also highlighting some AV products as well. European MD, Gordon Dutch gave *EI* the tour and was keen to underline that the company was really hitting the accelerator in terms of introducing more AV solutions to its line-up.

The new HD Flow wireless multimedia kit forms part of this strategy which offers a wireless solution for a wide range of applications delivering full HD 1080p to hard to reach locations without wires. The company says this solution provides streaming for digital and analogue signals from multiple sources up to 40m through floors, walls and ceilings and can also multicast to up to four displays. Suitable for commercial and domestic use, the unit can also provide some useful options in the rental and staging sectors.

Featuring simple plug and play setup, HD Flow has five inputs and operates over the open 5GHz band, creating an interference resistant private network over its stated 40m (131ft) range. Peerless AV says the product can also broadcast its own integrated Wi-Fi (802.11n) signal with unnoticeable latency and without an additional wireless router.

Speaker's Corner

No CI show is complete without some speaker innovation and offering some this year was KEF announcing the addition of five new custom installation speakers to the Ci Range. KEF's says the latest suite of Q and Reference Series Ci home cinema speakers and installed subwoofers set another new benchmark: custom installed speaker systems with the acoustic performance of audiophile quality freestanding Hi-Fi speakers.



(4 in) Uni-Q array with three MF drivers of the same size. KEF's 'sit anywhere' Uni-Q driver array, which places the tweeter in the acoustic centre of the bass/midrange cone, allows both the tweeter and woofer to act as a single point source, dispersing the sound widely and evenly throughout the room. For larger spaces, the Reference Series Ci3160RL-THX is a high output music and home cinema driver in which a 165 mm (6.5 in) Uni-Q array is complemented by a pair of 165 mm MF drivers.

For high-quality sound, the Ci5160RL-THX extreme output speaker is built around the same 165 mm Uni-Q flanked by four 165 mm MF drivers. Both the Ci3160RL-THX and Ci5160RL-THX are housed within a rigid aluminium front baffle with a metal grille supplied – an optional black or white cloth grille is also available.

KEF worked in partnership with THX on this latest range and the speakers had to endure approximately 500 THX laboratory tests to ensure that they performed at the highest standard to qualify for THX certification and the THX Ultra2 certification.

In addition to the newly announced THX models, the range includes two in-wall subwoofers; one with four compact 100mm (4in) extended response bass drivers (Ci4100QLb), the other with three powerful aluminium 165mm (6.5in) bass drivers (Ci3160RLb).

As well as highlighting the advantages of the rest of its hidden speaker range, Amina introduced a dual channel variant in the new iQ series. The product extends the iQ developer product range, aimed at bringing invisible sound to residential and commercial developers and broadening the appeal of Amina products into multi-room audio applications. Amina says iQ2 offers a cost effective solution for applications such as bathrooms and dressing rooms where one physical device is more than sufficient to cover such a space, but where stereo reproduction is still required. The company is also upgrading the whole iQ series of products to use entirely Neodymium exciters, making the products lighter and easier to install whilst offering improved audio reproduction.

Using the company's vibrational surface technology, Amina says the iQ series provides high clarity room filling sound with an even frequency response from 112Hz-20KHz, all at a price point competitive with good quality 'dinner plate' ceiling loudspeakers.

The family now has three members, the iQ1 and iQ3 single channel products and now iQ2 stereo two-channel variant.

KEF launched no less than five new install speakers at the ISE

Amina used the ISE to launch a dual channel variant in the expanding iQ series



The new tall rectangular range is engineered for serious music and home cinema system front, left, centre, right and side applications. The Ci4100QL in-wall speaker boasts a 100 mm

All have a front panel size of 16inx12in and a speaker depth of 1.6in. The iQ1 is suitable for bedrooms and other ancillary rooms, the iQ2 for bathrooms and the iQ3 for reception rooms and all spaces where higher clarity, louder music is desired including surround sound applications in MDU's.

With digital signage playing an increasingly large part in the event, **BrightSign** took the opportunity to introduce its 4K Media Player. The company claims the player is the first to deliver a true end-to-end 4K solution that accepts H.265-encoded content and delivers 60 fps output via HDMI 2.0. The company says each of these characteristics is necessary to deliver a true 4K solution and it is the first to deliver on all fronts.

Jeff Hastings, CEO of BrightSign, says: "Our BrightSign 4K player complies with the new standards to preserve video quality from encoding to output and support the complete 4K ecosystem, start to finish."

BrightSign says for content to remain 4K native and be delivered at the highest quality, video must be captured on a 4K-capable camera, encoded and decoded using the new H.265 compression standard at 10 bits/channel and fed to the display via HDMI 2.0 to preserve the original 60 fps frame rate. The manufacturer says any broken link in this chain adversely impacts quality. Elemental Technologies supplies the encoding horsepower required to deliver a 4K viewing experience and BrightSign says Elemental is the first to implement the HEVC specification with the capability of processing 4Kp60 H.265 content in real-time. The company's award-winning work in HEVC video processing helps BrightSign create the high-quality viewing experience available with its new player.

Also promoting 4K solutions, **Atlona** showcased its new

AT-PRO-MXM-8 and AT-PRO-MXM-16 customisable, card-based, modular matrix switchers. Designed for multi-room AV signal processing and distribution, single-point control for multiple digital and analogue signal types the units offer a flexible foundation that allows for future system expansion and upgrades. Available in an 8x8 or 16x16 configuration to accommodate larger and more demanding installations, the products are custom-configurable with expansion input/output cards that satisfy a wide range of applications or system requirement. For maximum compatibility, the devices offer universal cards that support legacy signals including DVI, VGA, composite, component and S-Video, as well as balanced audio embedding. Additional expansion cards offer advanced connectivity options for full support of Ultra HD (4Kx2K) and DisplayPort. To boot, the switchers offer simplified control of connected devices and third-party control systems via IR and RS232, while Ethernet connections contribute to simpler setup thanks to GUI and TCP/IP control.

More 4K capability came from **Smart-e**, with the launch of its digital 4Kconnect range of modular products, each incorporating a number of 4K UHD transceiver modules for the 5-Play connectivity of Ultra High Definition video, audio, control, Ethernet and Inline power, capable of transmission over 100m of CAT6 cable. The maker says the compact size of each module means they can be integrated into a wide range of current and future Smart-e equipment. All modules can be externally fitted by installers, providing flexibility of on-site upgrades and future-proofing. Smart-e says robust and extensive testing procedures during manufacture provides reassurance and reliability, whilst each module has independent input and output processing capabilities and once connected to a Smart-e product, supports UHD Video, IR, RS232, 100BaseT Ethernet and remote power (POH).

■ BrightSign is one of the companies leading the charge towards 4K



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