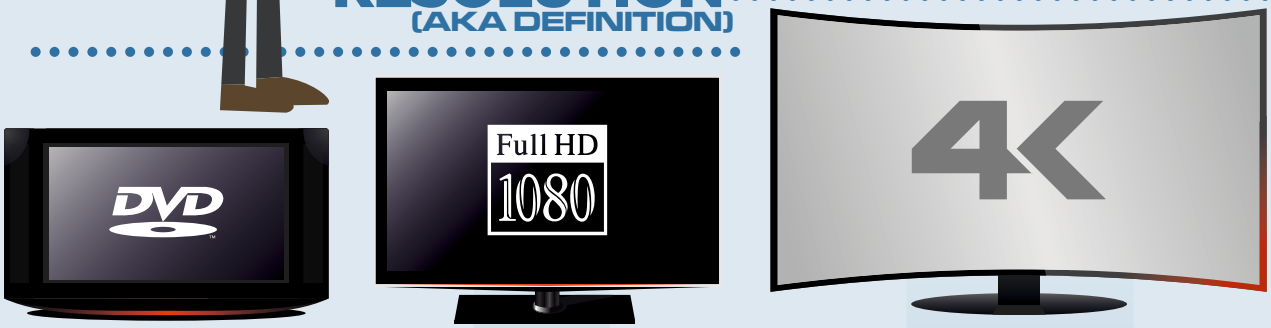
4K H.265 H.264

SO, IT'S NOT THE SAME? WHAT IS THE DIFFERENCE?

PICTURE RESOLUTION (AKA DEFINITION)



720x576 — **STANDARD DEFINITION (SD)**
720 COLUMNS AND 576 ROWS PER FRAME

1920x1080 — **HIGH DEFINITION (HD)**
IS MORE THAN TWICE THE STANDARD DEFINITION RESOLUTION

3840 x 2160 — **ULTRA HIGH DEFINITION (UHD)**
ALMOST **4000** COLUMNS PER FRAME!

4K = 4000 COLUMNS

THIS IS A LOT OF INFORMATION!

WE MUST SIMPLIFY IT

WE DON'T BROADCAST THE COMPLETE SET OF INFO RELATED TO EACH FRAME

JUST DEALING WITH THE SUBTLE VISUAL DIFFERENCES AMONG FRAMES IS MUCH MORE EFFICIENT

COMPRESSION FORMATS

H.264 and H.265 codecs are optimized **but not limited** to High Definition and Ultra HD broadcasting respectively. So, we can encode standard definition content in H.265.

Therefore, an H.265 broadcast is not necessary in Ultra HD.

All these formats can be seamlessly decoded in PROMAX TV analyzers.

H.264 IS NOT MPEG-4 !

The H.264/AVC codec is a variant of MPEG-4 codec (*MPEG-4 Part 10*).

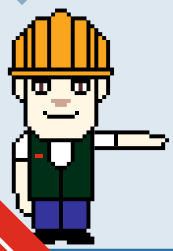
"CODECS" (ENCODERS-DECODERS)

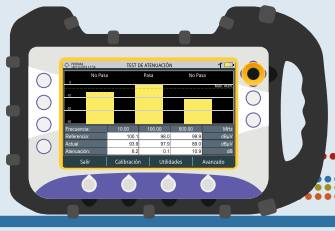
THE "CODECS" ARE ALGORITHMS THAT CUT DOWN THE AMOUNT OF INFORMATION REQUIRED TO REPRESENT THE PICTURE AND THE AUDIO

MPEG-2
Developed in 1994 and adopted by the first satellite, cable and terrestrial digital TV broadcasts and also by DVD disc standard.

H.264 AVC
Developed in the early 2000s and used in HD broadcast, Internet video and Blu-Ray discs. AVC stands for Advanced Video Codec.

H.265 HEVC
Developed in 2015, optimized for the Ultra HD, reducing by half the bandwidth required by H.264. This is why it is called HEVC (High Efficiency Video Codec).





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