



Contact: Marcy Magiera (DEG)
Marcy@degonline.org
Heather Gioco (UHDA)
Hgioco@hoogcomm.com

DEG: THE DIGITAL ENTERTAINMENT GROUP AND UHD ALLIANCE ANNOUNCE NEW 4K ULTRA HD SUMMIT

Media event will take place on November 6, 2018 at Skirball Cultural Center in Los Angeles

LOS ANGELES (August 31, 2018) – DEG: The Digital Entertainment Group this fall will increase awareness and encourage ownership of 4K Ultra HD home entertainment products, including devices and content, through the 4K Ultra HD Summit, presented in partnership with the **Ultra HD Alliance**.

The 4K Ultra HD Summit will advocate and educate about the benefits of 4K Ultra HD televisions and content while highlighting the new and exciting changes to all things 4K. The goal of the half-day Summit is to highlight consumer benefits of 4K Ultra HD with High Dynamic Range and provide information about new hardware and software products for the holiday buying season.

The program will focus on advancements in 4K UHD technology, increasing consumer adoption of the technology, ease of operation for consumers and the widening availability of content. The program will also reinforce that the pairing of 4K Ultra HD devices and content provides the single best home viewing experience available to consumers.

During the Summit, DEG will present the Vanguard Award to a filmmaker at the forefront of using groundbreaking technology to deliver increased scale and resolution, greater contrast and dynamic range, enhanced color and immersive audio to film audiences both in cinemas and in the home theater environment.

4K Ultra HD Summit participants will include the major studios and leading independent content suppliers; CE manufacturers; retailers of 4K Ultra HD devices and content; digital distribution services; the Hollywood creative community; and the Blu-ray Disc Association (BDA).

For information about attending the *4K Ultra HD Summit*, please email Shannon@degonline.org.

For speaking opportunities, please email Marcy@degonline.org.

For sponsorship opportunities, please email Andi@degonline.org.

###

About DEG

DEG advocates and promotes entertainment platforms, products and distribution channels that support the movie, television, music, consumer electronics and IT industries.

DEG membership is comprised of: BBC AMERICA, bitMAX, Cinedigm Entertainment, Cinelytic, Comcast Cable, comScore, Deloitte, Deluxe Digital, DirecTV, Dolby Laboratories, DTS, Inc., Ericsson, Eurofins Digital Media Services, Fandango, GfK Entertainment, Giant Interactive, GoChip, Google, Great Courses, HBO Home Entertainment, IMAX, Intel, Irdeto, LG Electronics USA, Lionsgate, MAI, Mediamorph, MGM, Microsoft, MovieLabs, MQA, Music Watch Inc., Nielsen Entertainment, NPD Group, The Orchard, Panasonic, Paramount Home Media Distribution, PBS Distribution, Philips Electronics, Premiere Digital, PricewaterhouseCoopers, Qobuz, Redbox, Samsung Electronics, Screen Engine/ASI, Sonopress, Sony New Media Solutions, Sony Electronics, Sony Music Entertainment, Technicolor, 20th Century Fox Home Entertainment, Universal Operations Group, Universal Pictures Home Entertainment, Verizon Digital Media Services, Vubiquity, and Warner Bros. Home Entertainment. To learn more, please visit degonline.org.

About UHD Alliance

The UHD Alliance (UHDA), comprising nearly 50 member companies, is a global coalition of leading entertainment studios, consumer electronics manufacturers, content distributors and technology companies aligned to foster the creation of an ecosystem that fully realizes and promotes the next generation premium in-home entertainment platform. UHDA Board members are executives from: Amazon.com, Inc., Dolby Laboratories, LG Electronics, Netflix, Panasonic Corporation, Samsung Electronics, Sony Corporation, Technicolor, Twentieth Century Fox, Universal Pictures, Warner Bros. Entertainment and Xperi Corporation. To learn more about the UHD Alliance, please visit: <https://alliance.experienceuhd.com/>