

DELIVERY

TUESDAY 21 JULY ■ 3:45PM – CONFERENCE ROOM 2

Title: **JPEG2000 for video backhaul and beyond**

Presenter: **Espen Myhre**
T-VIPS
Vice President, Sales

Abstract

Many of the reasons that the JPEG2000 video codec was chosen as the Digital Cinema standard codec also make it ideal for video backhaul. The growing deployment of HD ready TV sets increases the requirements for high quality contribution/backhaul. In this session T-VIPS will outline the JPEG2000 advantages, which include video quality preservation, low latency, 10 bits dynamic range.

The presentation will also include an up-to-date survey of JPEG2000 in acquisition, studio and primary distribution and cover a number of applications for end-to-end transport of professional television.

Bio

Espen Myhre brings almost 20 years of Telco industry experience to T-VIPS, having held senior international sales positions at major companies. As a Director of Fixed Networks at Ericsson, Espen was involved in the development of strategies within Asia and the Americas. At Siemens he was responsible for sales across Europe and Asia. Mr Myhre has an MBA from the Norwegian School of Management (BI) and also holds an engineering degree.