

PRESS RELEASE

February 9th, 2015

Ministry of Internal Affairs and Communications, Japan

Reality and Dynamism: 8K demonstration at “Ink and Gold: Art of the Kano,” the Philadelphia Museum of Art

The Ministry of Internal Affairs and Communications and the Agency for Cultural Affairs of Japan collaborate on utilizing 8K technology for exhibiting actual scenery that inspired art works at the Philadelphia Museum of Art’s new exhibition “Ink and Gold: Art of the Kano“. This is the first attempt to apply 8K technology to an art exhibition in the U.S. “Ink and Gold” is the first exhibition outside Japan to explore the full history of the Kano School of painters.

“The Interim Report of the Follow-up Meeting on 4K and 8K Roadmap” (September 2014) states that promoting utilization of 4K/8K across industries should be examined. 8K technology realizes about 16 times higher resolution (about 33 million pixels) compared to the current digital TV broadcasting (High Definition broadcasting) and provides extraordinarily clear and vivid images. The ultra-high-definition image of 8K has the potential to expand the horizons of existing industries such as arts, education, public relations, and medical in addition to broadcasting.

For the first time in the United States, the Ministry of Internal Affairs and Communications together with the Agency for Cultural Affairs, Japan, demonstrate 8K technology at one of the world’s foremost museums, the Philadelphia Museum of Art. For Demonstrating the possibilities of 8 K for art, scenery of Mt. Fuji which is closely related to numerous art works on view in “Ink and Gold: Art of the Kano” will be shown.

The Ministry of Internal Affairs and Communications will continue to make comprehensive efforts to promote 4K and 8K.

1. Outline of the 8K demonstration at the “Ink and Gold: Art of the Kano” at the 1. 1. Philadelphia Museum of Art

- ✓ Period: February 12th, 2015 – March 15th, 2015 (“Ink and Gold: Art of the Kano” will be open to the public from February 16th to May 10th, 2015.)
- ✓ Venue: “Ink and Gold: Art of the Kano”, Philadelphia Museum of Art

Demonstrates “All about Mt. Fuji” (produced by NHK: Japan Broadcasting Corporation), 8K contents which is closely related to the art works featured in the special exhibition, “Ink and Gold: Art of the Kano”. The highly realistic contents will be demonstrated with 8K resolution display by Sharp Corporation and 8K player by ASTRODESIGN, Inc.

2. Reference

“Ink and Gold: Art of the Kano” at the Philadelphia Museum of Art (Agency for Cultural Affairs)

https://www.facebook.com/permalink.php?story_fbid=905107752847642&id=208566032501821

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