WHEN TV BECOMES *the ultimate entertainment hub*

The world is on its toes. Especially when it comes to staying advanced and technologically groomed. And the need to have our life and things set out for the fast lane has moved to the entertainment sector too.

Most 4K TV sets come future-ready, up scaling regular HD content for an unbeatable viewing experience. Hollywood biggies have taken industry cues and are producing the latest blockbusters and re-mastering classics to adapt to this technology, and cinema screen owners are upgrading their equipment to keep up.

This high-resolution technology is also reinterpreting the TV experience for consumers. Featuring stunning contrast and striking brightness, the Samsung SUHD TV is powered by a re-mastering engine that automatically analyses the brightness of images to minimize additional power consumption, and still produce never-before-seen contrast levels. Blacks are blacker and brightness is improved by two-and half times more than conventional TVs. The pure color and efficient light emission is the work of the SUHD TV's nano-crystal semi-conductors, which transmits different colors of light depending on their size. The result is more realistic and striking images.

The unparalleled viewing experience offered by 4K technology has put it on the fast-track to wider adoption, and consumers in the market for a new set can get their first taste of the latest technology with the Samsung SUHD TV. It is available at major retailers across Bahrain starting from BD649.90

THE QUEST FOR EVER 'HIGHER DEFINITION'- SCREENS ADOPTING 4K TECHNOLOGY

High-definition screens have truly come of age. Walk into any electronics store and you will be greeted by LED, LCD and Plasma screens with labels claiming high-definition capabilities. The race for the biggest, crispest, brightest, thinnest screens has also boiled down to contrast ratios and number of colors per pixel.

YouTube, for example, has started broadcasting in 4K, with some 8K content also included in the library. These are mostly amateur documentaries of extreme sports and other activity. Technology companies and others are also developing branded content to show off the capabilities of their screens. Production companies, the gaming industry, security organizations in which detail is everything, is getting in on 4K. And the most premium smartphones and digital cameras are equipped to shoot in 4K.

AVATAR SEQUELS IN 4K

James Cameron has given an update on his three upcoming Avatar sequels. The Hollywood director revealed that the films will be shot in 4K and potentially utilize the divisive 48 fps high frame rate format seen in The Hobbit. The director who likes to push the envelope of setting his filmic parameters will shoot in 4K resolution through the use of Douglas Trumbull's patented gizmo, MAGI — an experimental process that renders the image in 4K 3D at 120 frames per second.

Keeping fans excited, the director has shed light on what's happening on the eagerly-anticipated franchise: "We're still in the early stages. Right now we're developing the software. I'm writing the scripts. We're designing all the creatures and characters and the settings, and so on.

While the first film took almost four years to make, the famed director hopes to accelerate the process quite a bit, because of the advancement of software and computer graphics tools. "You know, we'll be shooting at a native resolution of probably 4K and so then there should be a lot of true 4K theatres by then as well," James Cameron has said.

The first 3D Avatar sequel is expected to be released in cinemas by Christmas 2016, with the following set for 2017 and late 2018 respectively.