

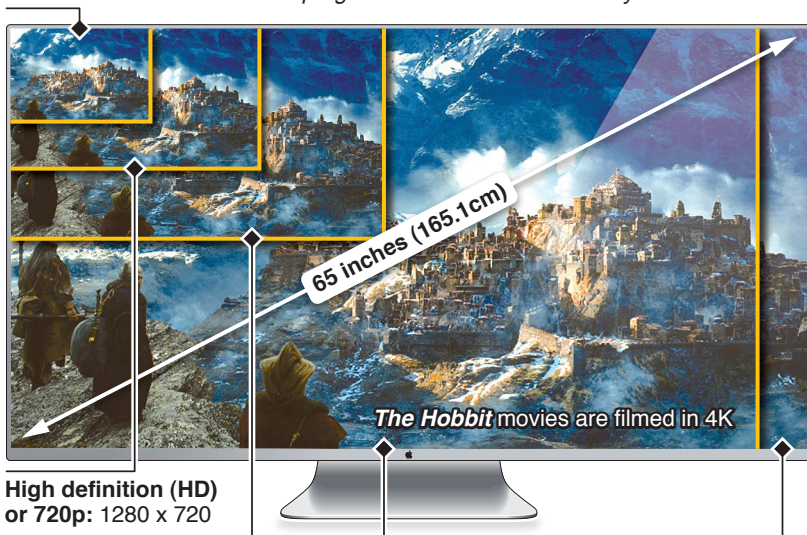
# Apple looks set to launch 4K TV

Apple could start selling ultra-high definition televisions with 55-inch and 65-inch screens in late 2014, according to reports from the Far East

## ULTRA-HD EXPLAINED

**Standard definition (SD) or 480p:** 720 pixels wide x 480 pixels deep

*All DVDs and most television programmes encoded in this way*



**High definition (HD) or 720p:** 1280 x 720

**Full high definition (HD) or 1080p:** 1920 x 1080

*Blu-ray discs and some TV channels use this format*

**Quad HD or 2160p:**  
3840 x 2160  
*Size of four full HD screens*

**4K:**  
4096 x 2160  
*Digital standard of movie studios*

**4K or Ultra HD or UHD** generally used as catch-all terms for number of standards that are reasonably close to 4,000 pixels wide

## APPLE "iTV"



**Frameless display:** Supplied by LG

**Graphical processing:** Samsung

**Glass cover:** Corning Gorilla Glass 3

**Assembly:** Foxconn (China)

**Price:** \$1,500 to \$2,500

**Interface:** Late CEO Steve Jobs said shortly before his death that he had "finally cracked the code" to seamless television interface. Apple has patented wand-like remote control that reads user's fingerprints