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## Living HD in an SD World



Video production professionals have never had such grand and varied options for quality – High Definition (HD) has an enormous visual impact, widescreen functionality and exceptional audio. HD has raised the bar for expectation of quality.

At the same time, Internet video sharing has become a norm of American life. For many industries, including advertising, public relations, trade associations and educational media, pre-production planning means you must prepare for video quality of all levels -- HD Broadcast with its 16X9 1080P resolution, Standard Definition for TV and DVD in addition to Broadcast-ready Quicktime files for posting on the web. At Video Labs, we're ready to assist, no matter what planet your project comes from or where it might end up.

Here's the question we all face – how might a widescreen image be displayed and how can we plan for it to look great no matter what type of monitor is used? This planner will help you make the right decisions as you think about how the image will appear on a less-than-optimal viewing monitor. Visualizing this ahead of time will go a long way towards maintaining an optimal viewing experience.

## Downconversion Planner for HD to SD video



**HD 16 x 9 Aspect Ratio**



**SD Anamorphic 4 x 3**

The image is squeezed to fit the width of a standard 4x3 screen. It is distorted but none of the image is cropped. If displayed wide-screen on a 16x9 monitor, it displays normally with no distortion.



**SD Edge Crop or Center Crop 4 x 3**

The image fills the 4x3 screen without distortion. However the edges are cropped in order to fill the screen vertically and horizontally.



**SD Letterbox 4 x 3**

The 4x3 image is reduced in size. It is not distorted and not cropped but black bars appear at the top and bottom to fill the screen.

For a complete list of all our High Definition capabilities – from Broadcast to Blu-ray – please see our website [www.videolabs.net](http://www.videolabs.net) or contact your Video Labs account representative.



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