

Advanced HDR by Technicolor® - Enables “No-Compromise” Round-Trip Production and Single Layer Distribution at SET EXPO 2022.

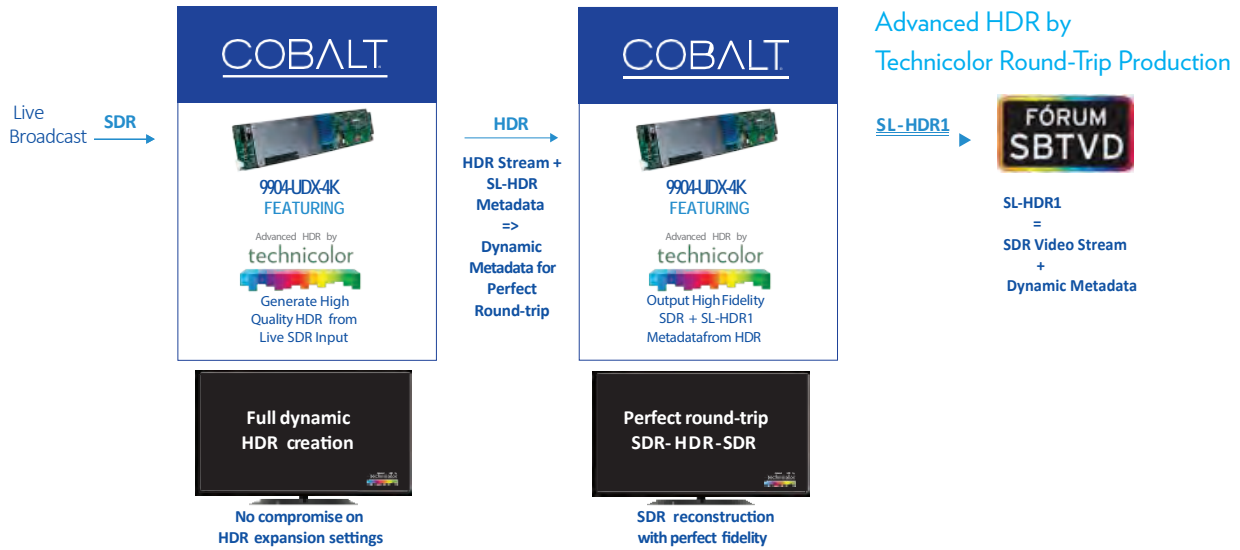
Advanced HDR by **technicolor**

Connect with Advanced HDR by Technicolor® at SET EXPO 2022 Booth 63 presented by Fraunhofer IIS, Philips, and InterDigital



Award-winning Advanced HDR by Technicolor® solutions unlock HDR content for SBTVD TV2.5 and TV3.0

As the industry transitions from today’s standard dynamic range (SDR) environment to a high dynamic range (HDR) future, Advanced’s HDR by Technicolor® is a next-generation solution that supports - and accelerates - industry efforts to make as much HDR content available to as many markets as possible. A new “round-trip” feature from Advanced HDR by Technicolor automates the SDR-HDR and HDR-SDR conversion process for live-TV and post-production operations while maintaining the original intent of the content creators.



The unique single layer distribution solutions offered by Advanced HDR by Technicolor enable content owners and distributors to ensure perfect SDR backward compatibility, delivering the highest HDR quality rendering with dedicated display adaptation.

Advanced HDR by Technicolor®

