

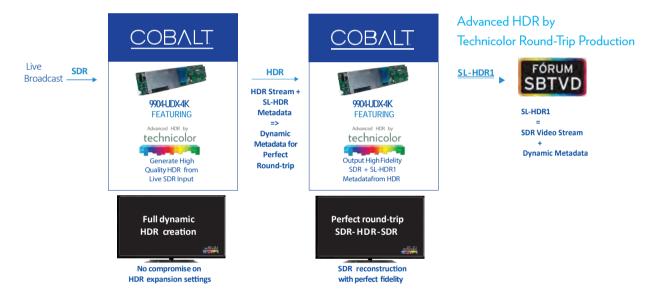
Advanced HDR by Technicolor[®]-Enables "No-Compromise" Round-Trip Production and Single Layer Distribution at SET EXPO 2022.

Advanced HDR by technicolor

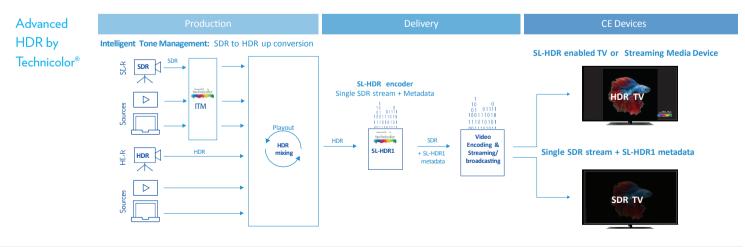
Connect with Advanced HDR by Technicolor[®] at SET EXPO 2022 Booth 63 presented by Fraunhofer IIS, Philips, and InterDigital

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 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.



© 2022 Technicolor/InterDigital/Philips. All rights reserved. All trade, product and company names used herein are service marks, trademarks, or registered trademarks of their respective owners. Use of the product or company names does not imply any affiliation with or endorsement by them or Technicolor except as expressly stated herein. Specifications subject to change without notice. Advanced HDR by Technicolor technology is licensed by Philips in cooperation with Technicolor and InterDigital.