

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

Cobalt Digital Booth 10.B44



Connect with Advanced HDR by Technicolor® at IBC 2022

Media Roundtable on the State of HDR in Europe

On Friday, September 9, join Advanced HDR by Technicolor in hosting a Media Roundtable with a panel of HDR ecosystem partners to discuss the State of HDR in Europe.

Award-winning Advanced HDR by Technicolor® solutions unlock HDR content for Live broadcast and OTT content

As the entertainment technology sector transitions from a standard dynamic range (SDR) to high dynamic range (HDR) environment, Advanced HDR by Technicolor® is a next-generation solution that supports industry effort to rapidly make as much HDR content available to as many markets as possible. The latest “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. Advanced HDR by Technicolor’s unique single layer HDR (SL-HDR) distribution solutions enable content owners and distributors to ensure perfect SDR backward compatibility while delivering the highest HDR quality rendering with dedicated display adaptation. To learn more, visit: <https://advancedhdrbytechnicolor.com/>.

Cobalt Digital Inc. Booth 10.B.44

Cobalt will demonstrate Advanced HDR by Technicolor production features implemented in their top selling 9904-UDX-4K processing card.

BBright Booth 2.B.39

BBright will highlight Advanced HDR by Technicolor features in their integrated playout solutions.

Realtek Semiconductor Corporation - Appointment only BS23

Realtek will showcase Advanced HDR by Technicolor post-processing features in their System-on-Chips for STB and streaming media devices.