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## **HDR10+ Technologies, LLC, founded by 20th Century Fox, Panasonic and Samsung Make HDR10+ Technology Widely Available, Improving The Viewing Experience for Audiences**



**Los Angeles, CA – June 20, 2018** – HDR10+ Technologies, LLC today announced the start of the new licensing and logo certification program for HDR10+ technology. HDR10+ is the royalty-free, open standard dynamic metadata platform for High Dynamic Range (HDR), which optimizes picture quality for 4K Ultra HD displays and improves the viewing experience for all audiences.

The new HDR10+ technology optimizes picture quality for 4K Ultra HD displays by using dynamic tone mapping to reflect frame to frame or scene to scene variations in brightness, color saturation, and contrast. The resulting enhanced viewing experience can now be easily provided on a wide range of displays bringing the viewing experience much closer to the original creative intent for the content.

The HDR10+ license and logo certification is available to interested companies that meet HDR10+ technical and testing specifications. The HDR10+ certification program qualifies the compliance based on different device categories and their technical performance to ensure that HDR10+ compliant products meet high standards for picture quality.

Consumers will be able to look for the HDR10+ logo which signifies a product's certification. The royalty-free adoption of HDR10+ for content production, distribution and consumption has already gained momentum with over 40 supporting companies.

"The new HDR10+ licensing and certification program represents a technological step forward for next generation displays," said Danny Kaye, Executive Vice President of 20th Century Fox and Managing Director of the Fox Innovation Lab. "HDR10+ improves the viewing experience for all audiences by delivering higher picture quality to a wider range of affordable TVs and devices."

"We believe that this licensing and certification program will provide reassurance to consumers who want to ensure that they are seeing the most accurate HDR representation of the creator's vision," said Toshiharu Tsutsui, Director of Panasonic's TV Business Division.

"With an increase in demand for larger displays and premium picture quality, we are thrilled to announce a new HDR10+ licensing and certification program," said Bill Mandel, Vice President of Industry Relations at Samsung Research America. "This program was designed with consumers in mind, highlighting our commitment to improving the overall HDR experience while simultaneously extending the HDR10+ ecosystem globally."

The HDR10+ platform was also designed to allow for future development and innovation in order to deliver a more powerful technology in the years to come.

Companies can learn more about the HDR10+ license and logo program by registering at <http://www.hdr10plus.org>.

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**About HDR10+ Technologies, LLC**

HDR10+ Technologies, LLC is the company founded by Twentieth Century Fox HDR10+, LLC, Panasonic Intellectual Property Corporation of America and Samsung Electronics Co., Ltd and providing the license of its HDR10+ specifications to source provider, display manufacturer, SoC vendor, content company and tool vendor. To learn more about the HDR10+ Technologies, LLC, please visit: [www.hdr10plus.org/](http://www.hdr10plus.org/)

**About Twentieth Century Fox Home Entertainment**

Twentieth Century Fox Home Entertainment, LLC (TCFHE) is the industry leading worldwide marketing, sales and distribution company for all Fox produced, acquired and third-party partner film and television programming. Each year TCFHE expands its award-winning global product portfolio with the introduction of new entertainment content through established and emerging formats including DVD, Blu-ray™, Digital and VOD. Twentieth Century Fox Home Entertainment is a subsidiary of 20th Century Fox, a 21st Century Fox Company.

**About Panasonic**

Panasonic Corporation is a worldwide leader in the development of diverse electronics technologies and solutions for customers in the consumer electronics, housing, automotive, and B2B businesses. Celebrating its 100<sup>th</sup> anniversary in 2018, the company has expanded globally and now operates 591 subsidiaries and 88 associated companies worldwide, recording consolidated net sales of 7.982 trillion yen for the year ended March 31, 2018. Committed to pursuing new value through innovation across divisional lines, the company uses its technologies to create a better life and a better world for its customers. To learn more about Panasonic: <https://www.panasonic.com/global>.

**About Samsung Electronics Co., Ltd.**

Samsung inspires the world and shapes the future with transformative ideas and technologies. The company is redefining the worlds of TVs, smartphones, wearable devices, tablets, digital appliances, network systems, and memory, system LSI and LED solutions. For the latest news, please visit the Samsung Newsroom at <http://news.samsung.com>.