



HDR10+ support continues to increase via new content, distribution and device partners

Los Angeles, CA – April 21, 2021 – HDR10+ Technologies, LLC revealed today additional strategic partners who have signed on as HDR10+ adopters. The organization has been working diligently to generate greater awareness about HDR10+ and High Dynamic Range (HDR) in general and is also rapidly expanding the roster of HDR10+ compatible content, devices, tools and services. As a result, HDR10+ technology is now available from over 100 different companies and offers powerful advantages in everything from professional content creation to consumer electronics.

Growing streaming applications

In regards to OTT streaming, Paramount+ is now delivering original shows like *The Stand* to certified HDMI devices. They join Amazon Prime Video, Google Play, YouTube and other services in supporting HDR10+. There are hundreds of different movies, television shows and user-generated programs now available, including recent hits and classic titles.

Additionally, Google and Roku® have become the latest companies to certify HDR10+ products and will be offering a number of compatible devices. HDR10+ is also found on a variety of other formats and platforms, including the new APEX (Airline Passenger EXperience) Association standard which allows HDR10+ content to be enjoyed during in-flight entertainment.

All of this is why a growing number of companies have come to appreciate the many advantages associated with HDR10+.

“Google is pleased to join the growing number of companies adopting HDR10+ and working with the HDR+ Technologies LLC”, said Matt Frost, Director of Product Management at Google. “We envision HDR10+ being a key enabler for Chromecast with GoogleTV plus other platforms going forth and we look forward to helping our various partners across the industry achieve a great HDR experience”.

Mark Ely, Vice President of Retail Product Strategy at Roku also stated, “At Roku we are dedicated to providing consumers with easy-to-use products that offer a lot of value and choice. We recently announced Roku OS 10, a free software update rolling out to Roku devices, and we have enabled HDR10+ on the all-new Roku Express 4K+, Roku Express 4K and Roku Ultra (2020) products for an even more vivid and bright viewing experience on TVs that support it”.

White paper highlights HDR10 Ecosystem benefits

To further underscore the importance of high dynamic range – and how both HDR10+ and HDR10 deliver on this - HDR10+ Technologies LLC has created a new white paper called *Understanding the HDR10 Ecosystem*.

It examines, in great detail, the perceptual, technical and creative benefits of HDR; the story behind the launch of HDR10; and how HDR10+ dynamic metadata further enhances the UHD experience. The paper also takes a brief look at new developments like HDR10+ ADAPTIVE; as well as other potential applications for the future.

To receive a copy of *Understanding The HDR10 Ecosystem*, go to https://hdr10plus.org/wp-content/uploads/2021/04/HDR10_Ecosystem_Whitepaper.pdf