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HDR10+ Technologies updates year-long promotion campaign

Latest ads to launch at IFA and CEDIA Expo

Dallas, TX: September 1, 2022 – HDR10+ Technologies LLC, a multi-industry consortium with more than 130 associated partners and nearly 5,000 supported devices and services, has unveiled their new print and digital advertisements for the International IFA 2022 and the 2022 CEDIA Expo.

The latest ads culminate a year-long effort to promote the HDR10+ Ecosystem Experience and includes a wide range of creative materials that ran during CES, NAB and throughout the year. The ads support hardware and streaming companies whose products are compatible with HDR10+ and deliver outstanding high dynamic range performance.

The current advertising campaign – which can be seen in a variety of U.S. and European publications including *CE Pro*, *Home Cinema Choice*, *Media Play News*, *Residential Systems*, *Sound & Vision* and *Widescreen Review* - features select products and content from a number of HDR10+ adopters, including Denon, Epson, Marantz, Panasonic, Prime Video, Samsung and YouTube.

Promotional Partners at CEDIA Expo

In addition to a new HDR10+ ad for IFA, a dedicated ad has been produced for the upcoming CEDIA Expo which will run in both the Preview issue and Days 1-3 editions of the CEDIA Daily. It highlights the location of the various exhibitors on the show floor who offer HDR10+ compatible AV receivers, video projectors and connected TVs, including Denon, Epson, Hisense, JVC, Marantz and Samsung.

Given the strong response from both hardware dealers and the content community, the HDR10+ Technologies LLC advertising campaign is expected to continue during the coming year.

For more information about HDR10+, contact Veronica Portilla care of press@HDR10plus.org