



Panasonic

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HDR10+ Technologies, LLC growing rapidly with more than 80 adopters with devices in TV Display, Mobile Display and STB providing the best HDR viewing experience globally for the top content



Berlin, Germany – September 4, 2019 – HDR10+ Technologies, LLC, a joint venture among 20th Century Fox, Panasonic Corporation and Samsung Electronics Co. Ltd. today reported that their ecosystem has grown rapidly with 81 companies that have adopted the HDR10+ license program globally. Released this month is an updated Technical Specification to respond to industry's request of new device categories and codecs as well as a comprehensive whitepaper to introduce the technology and it's benefit to new adopters.

The HDR10+ Logo and Certification program currently supports Displays, including Mobile Displays, Distribution devices, including UHD Blu-ray player and OTT streaming devices, Content, including UHD Blu-ray Disc and OTT, SoC components and Tools to generate and encode HDR10+ content. Now with Version 1.3 of the HDR10+ LLC Technical Specification the Distribution device category is expanded to include AV Receiver / Soundbar and VP9 compatibility via WebM. As always the license is royalty-free and there is only a nominal administrative fee.

HDR10+ content availability continues to expand. Recent announcements from Universal Pictures Home Entertainment and Warner Bros. Home Entertainment debuting HDR10+ on UHD Blu-ray with "The Secret Life of Pets 2" and "Godzilla: King of the Monsters", respectively, add to the UHD Blu-ray discs already released from Twentieth Century Fox and others.

Adoption across mobile continues in earnest with HDR10+ to provide the best HDR picture quality. The Galaxy S10 was announced as the first HDR10+ mobile device featuring HDR10+ playback and recording. More mobile devices quickly followed such as OnePlus 7, Samsung Note 10, and Galaxy Tab S6 which is the first HDR10+ Tablet device.

HDR10+ Technologies, LLC is growing globally and companies like Rakuten TV, Chili, The Explorers, Megogo, DT, Molotov, Videociety and Entractive from Europe will feature HDR10+ technology. Test centers TIRT in Beijing and Blu-Focus in Burbank have joined Allion and TTA enabling testing of displays local to production and headquarters of most major display makers around the world.

Companies can learn more about the HDR10+ license and logo program, including final specifications and adopter agreements at <http://www.hdr10plus.org> and the whitepaper is published on the website as well. HDR10+ can be found featured at these IFA booths: Samsung Hall B/CityCube 101, Panasonic Hall 5.2/101 and V-Silicon Hall 25/109.

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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/

About Twentieth Century Fox Home Entertainment

Twentieth Century Fox Home Entertainment, LLC (TCFHE) is a recognized global industry leader and a subsidiary of Twentieth Century Fox Film. TCFHE is the worldwide marketing, sales and distribution company for all Fox film and television programming, acquisitions and original productions as well as all third party distribution partners on DVD, Blu-ray™, 4K Ultra HD, Digital and VOD (video-on-demand). Each year TCFHE introduces hundreds of new and newly enhanced products, which it services to retail outlets and digital stores throughout the world.

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. The company, which celebrated its 100th anniversary in 2018, has expanded globally and now operates 582 subsidiaries and 87 associated companies worldwide, recording consolidated net sales of 8.003 trillion yen for the year ended March 31, 2019. 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: <http://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>.