



HDR10+ Technologies LLC Announces Additional IPTV Service Support

LGU+ joins KT providing supporting delivery of HDR10+ content

Seoul, Korea– September 9th, 2024 – HDR10+ Technologies LLC, an industry group with over 150 licensees and more than 13,000 supported devices, has announced that the LGU+ service and related set-top box(U+tv Soundbar Black2) joins that available following KT(Korea Telecom) further enabling consumers in Korea to enjoy HDR10+ compatible content on compatible displays from manufacturers that actively apply HDR10+.

The latest service – whose set top box(U+tv Soundbar Black2) was launched in late July – joins KT (Korea Telecom) who released the first HDR10+ compatible service and set-top box(GENIE TV All-in-One Soundbar) in May 2023. The announcement today means that both of these IPTV providers in Korea support HDR10+ and can deliver outstanding HDR image quality when viewing compatible content on HDR10+ enabled televisions. These services compatible IPTV devices have been certified by the HDR10+ Technologies LLC and comply with the Distribution Device specifications. Additionally all 3 major IPTV services in south Korea, KT, LGU+ and SK Broadband, now have Adopter status with the HDR10+ LLC.

According to Bill Mandel, co-manager of HDR10+ Technologies LLC, “We are happy to have all 3 major IPTV services as members of HDR10+ and we welcome LGU+ in providing HDR10+ capability to their customers joining KT to provide high dynamic range content for a variety of IPTV applications. Today is another example of how the ongoing deployment of HDR10+ technology is transforming a key industry”.

Additionally Kris Cho, vice president of Synaptics, a leading STB semiconductor manufacturer, states “Synaptics is happy to support HDR10+ which provides the best high dynamic range performance to domestic IPTV operators. We are also actively

promoting HDR10+ technology to overseas operators so that customers around the world can also experience its excellent image quality”.

The HDR10+ dynamic metadata format delivers a wide range of benefits, including outstanding brightness and color, robust standardization, ease-of-use, and worldwide certification; along with no licensing fees and seamless compatibility with HDR10 content.

For more information about the new HDR10+ specifications for IPTV, please contact press@hdr10plus.org at HDR10+ Technologies LLC.