



HDR10+ Technologies, LLC Announces Latest Developments Concerning Compatible Content, Devices and Services

Announcements Underscore the Wide Range of Companies Supporting the HDR10+ Ecosystem

Las Vegas, NV. January 8, 2025: At a special reception held today during the 2025 CES, HDR10+ Technologies, LLC – an industry association which certifies and administers products, content, and services that support HDR10+ dynamic metadata – provided a number of updates on the latest developments concerning the HDR10+ ecosystem. The LLC, which encompasses more than 160 adopters and over 13,000 compatible products, also highlighted a variety of new applications for this technology that include everything from content creation and production to distribution and a growing number of viewing devices.

HDR10+ dynamic meta data provides a number of benefits, including outstanding brightness and contrast, robust standardization, ease-of-implementation, global certification, and no licensing fees. It also works seamlessly with HDR10 standard metadata and is future ready.

Today's announcements underscore the broad support for HDR10+ across the industry which is further highlighted by a growing number of new applications from leading entertainment and distribution companies.

According to Bill Mandel, co-manager of HDR10+ Technologies, LLC, "HDR10+ is supported by a number of leading TV manufacturers who represent nearly 80 percent of the total global market. This technology is also found on the most popular media players and dongles and works on a variety of content as well, including movies and episodic television, video games, packaged media, live events, in-flight entertainment and NextGen TV (ATSC 3.0) broadcasts".

Major Streaming Platforms

In regards to direct-to-consumer streaming, HDR10+ has already been deployed on a number of major platforms, including Apple TV+, Hulu, Paramount+, Prime Video and YouTube. And Disney+ is planning to launch additional HDR10+ titles during the coming year.

To help consumers discover and experience HDR10+ for themselves, over the past two years the HDR10+ Technologies, LLC has also been promoting the latest HDR10+ titles available to streamers, using a variety of digital and print media.

HDR10+ GAMING Increasing

HDR10+ GAMING is also becoming increasingly popular with developers for use in rendering their latest video games. To support this, the LLC announced last year a HDR10+ GAMING plug-in for Unreal Engine, which maximizes high dynamic range display output and brightness level, without the need for any manual set-up.

Additionally Electronic Arts recently released *Dragon Age: The Veilguard*, their first title to offer HDR10+ GAMING functionality that delivers outstanding high dynamic range performance on compatible PCs and displays.

This exciting content can also be enjoyed on a new generation of monitors from companies like Samsung, which have been certified for HDR10+ GAMING. They automatically adjust HDR settings to deliver a premium gaming experience, for more accurate color, contrast and brightness. And nearly three dozen products powered by Intel integrated or discrete GPUs have been certified for HDR10+, which will provide game enthusiasts with even more HDR options.

Ideal for Live Productions

HDR10+ technology is also simple to integrate and combine with most existing production workflows, making it ideal for sports and other live events.

In addition, HDR10+ compatible encoders from leading companies like Ateme and Harmonic enable SDR to HDR conversion. Plus their “dual carry” feature can support both HDR10+ and other HDR formats simultaneously.

Other Applications

HDR10+ technology is also being utilized in other key markets. For example, Panasonic Avionics has certified their latest in-flight entertainment displays for HDR10+ which will allow commercial airlines to provide a stunning visual experience for their passengers. In fact, HDR10+ is so scalable, the LLC recently updated the format's technical specifications to support automotive displays, for use in passenger and/or rear seat infotainment systems.

Another new application called HDR10+ ADAPTIVE has been specifically designed to optimize HDR10+ content. It provides a more consistent viewing experience in environments where ambient and stray light can affect the amount of image detail and contrast that can be perceived.

HDR10+ and NextGen TV

During CES, the Advanced Television Systems Committee (ATSC) will also be demonstrating HDR10+ broadcast content in their NextGen TV booth located in the LVCC Central Hall (#20340). In addition, NBC 4 New York, part of NBCUniversal Local, is currently broadcasting in HDR10+.

Finally Gray Media, which has launched NextGen TV service in 30 markets, is using HDR10+ to upconvert their programming on these stations to provide consumers with the best possible viewing experience.

Over the next month, Gray is focusing its efforts on getting HDR10+ on all of their Fox affiliates, including WVUE-TV in New Orleans, which will be the flagship home of Super Bowl LIX this year.

In summary, as Makoto Morise, co-manager of HDR10+ Technologies, LLC, states "All of these new content rich and experiential HDR10+ applications offers the industry a host of exciting new opportunities and entertainment enthusiasts with more choices than ever".

For more information on HDR10+, please contact info@hdr10plus.org

