



HDR10+ ADVANCED dynamic metadata technology now available on thousands of Prime Video titles

Format's adoption underscores its growing momentum with both device manufacturers and content providers

Beaverton, OR. September 2, 2026: HDR10+ Technologies LLC -- a multi-industry association that encompasses 185 adopters and nearly 23,000 certified devices -- announced today that less than a year from launch, HDR10+ ADVANCED has now been licensed and certified for use on nearly 500 devices. All of these devices support a variety of HDR10+ ADVANCED content, including the latest movies and TV titles from Prime Video.

Prime Video customers globally now have access to thousands of movies and TV series in HDR10+ ADVANCED, including Prime Originals like *Elle*, *Fallout*, *Off Campus*, *Project Hail Mary*, *Reacher*, *Ride or Die*, *The Boys*, *The Marvelous Mrs. Maisel*, *Tom Clancy's Jack Ryan*, *The Summer I turned Pretty*, *The Lord of the Rings: The Rings of Power* and *Spider-Noir*.

To locate HDR10+ ADVANCED content on Prime Video, viewers can simply look for the format logo on the title's detail page when using a compatible television or display.

Wide Range of Benefits

HDR10+ dynamic metadata delivers a wide range of benefits, including outstanding brightness and contrast, robust standardization, easy implementation, worldwide certification, and no licensing fees. It also works seamlessly with HDR10 standard metadata and is future ready.

HDR10+ ADVANCED has been designed to elevate HDR10+ to a whole new level. It's the latest in a series of performance enhancements that are part of the rapidly expanding HDR10+ ecosystem.

Exciting New Features

HDR10+ ADVANCED provides creatives with a number of exciting new features that can be enjoyed on compatible products.

Enhanced Overall Brightness - Extended statistical metadata is provided to produce better image tonality. Adopters can utilize this to achieve greater brightness that can be experienced on today's most advanced televisions.

Intelligent Motion Smoothing – This metadata feature is used to reduce the effects of visible “judder” in a given scene, by allowing compatible displays to dynamically adjust the amount of motion “smoothing” that is applied.

Local Tone Mapping - Allows creators to achieve greater brightness control in specific areas of the screen, adding more overall depth and detail.

Genre-based Optimization – A new metadata tool enables content providers and encoders to create “customized” genres dynamically. The display can then optimize picture processing and tailor it to each type of content.

Advanced Color Control – HDR10+ ADVANCED enables content creators to dynamically calculate color gamut data, for more accurate reproduction.

Adaptive Cloud Gaming – In addition to compatibility with HDR10+ GAMING picture mode, HDR10+ ADVANCED supports cloud-based games with real-time ambient light adaptation, creating a more engaging user experience.

About HDR10+ Technologies, LLC

HDR10+ Technologies, LLC develops specifications for HDR10+ applications and operates a certification, licensing and logo program. The technology is currently utilized, on a royalty-free basis, by numerous adopters, including source providers, display manufacturers, SoC fabricators, GPU makers, content/gaming companies and tool vendors.

To learn more about the HDR10+ consortium, please visit: www.hdr10plus.org/