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26. 04. 2017

Samsung and Amazon join forces to add yet another HDR standard in the video mix-- HDR10+, an option the two giants say is better than the rest through a free and open nature.

As the name might suggest, HDR10+ is similar to the current HDR10 standard, but it does have a few differences. The chief addition is Dynamic Tone Mapping, a means for HDR-capable TVs to adjust brightness on a scene-by-scene or even frame-by-frame basis, producing "images that are much closer to the director's intent."

Dolby Vision already has such a dynamic metadata setup, unlike HDR10 which is stuck with static metadata. One has to point out Dolby Vision supports HDMI 1.4a and upwards, while HDR10 requires HDMI 2.0, but HDR10+ does not require TV makers to pay licensing fees.

“As an advanced HDR10 technology, HDR10+ offers an unparalleled HDR viewing experience--vivid picture, better contrast and accurate colors — that brings HDR video to life,” Samsung claims. “We’re excited to work with world-class industry partners, including Amazon Video, to bring more amazing HDR content directly to our 2017 UHD TVs, including our QLED TV lineup.”

All 2017 Samsung UHD TVs, including the premium QLED TV lineup, will support HDR10+, and 2016 UHD TVs from the company will get support from H2 20147 via firmware update. Predictably Amazon Video will be streaming HDR10+, perhaps in a stab at superiority to Netflix and its Dolby Vision support.

Go Samsung and Amazon Video Deliver Next Generation HDR Video Experience