

## HDR10+ Gets Logo, Licensing Program

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The next battle in TV technologies continues apace as HDR10+, the HDR standard developed Samsung, Panasonic, 20th Century Fox and Amazon, gets a licensing and logo certification program.



HDR10+ is described as the open and royalty-free HDR alternative to Dolby Vision. It promises enhanced contrast and colours on TVs, with technology based on the SMPTE 2094-40 standard. The technology optimises 4K UHD display quality by using dynamic tone mapping to reflect frame to frame or scene to scene variations in brightness, colour saturation and contrast.

The standard does have one handicap compared to Dolby Vision-- it uses a 10-bit colour palette, compared to the 12-bit palette Dolby Vision uses.

As for licensing, HDR10+ Technologies offers a licensing program allowing manufacturers to prove displays can handle the picture format. If the display passes the test the vendor can put an HDR10+ logo on their hardware guide to customers, with qualifiers based on different device categories.

The group says currently over 40 content production, consumption and distribution companies have adopted HDR10+. One can safely assume upcoming Samsung and Panasonic TVs will take advantage of the program, while a number of titles on Amazon Prime Video have HDR10+ support.

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