

Dolby Tweaks TV Images Further With Dolby Vision IQ

Written by Marco Attard
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Dolby plans to improve TV images beyond HDR through a technology it dubs Dolby Vision IQ-- a system combining dynamic metadata and ambient light sensors inside the TV to adjust images according to room brightness.



Launched at CES 2020, the technology takes in account how ambient light affects image quality. For instance, glare and reflections can lead to washed out images. The use of light sensors in order to accordingly adjust images is something smartphones already do, but Dolby Vision IQ is the first to apply the concept to TVs, specifically those employing HDR.

According to Dolby, the technology not only ensures every detail on content looks as good as it should, but can also modify settings on the fly when a consumer switches channels through "intelligent scene-by-scene optimisations." All adjustments take place automatically, without need for the user to pick up the remote. TVs featuring the technology should hit the market in 2020, with LG and Panasonic so far confirmed to be using the technology.

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In addition, CES 2020 has Dolby show off how Dolby Atmos is "redefining music." Dolby Atmos Music promises to bring back details in songs previously lost through stereo recordings, be it in complex harmonies, guitar solos or the breaths a singer takes. Dolby says it is already working with artists, record labels, music streaming services and CE makers to make Dolby Atmos Music widely available, with the first being Universal, Warner and the Tidal streaming service.

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