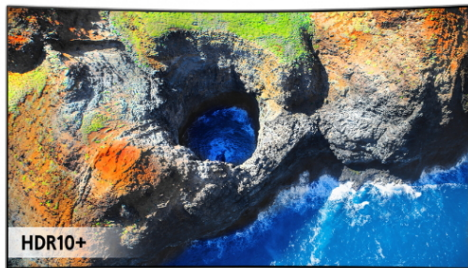


## Panasonic, Fox Join HDR10+ Standard

Written by Marco Attard  
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Samsung finds pair of new recruits for its [HDR10+ standard](#) -- Panasonic and 20th Century Fox join the effort to create an open dynamic metadata platform with associated certification and logo.



**SAMSUNG**



**Panasonic**

The companies are forming a management body to license HDR10+ as from January 2018. Once it is established, content companies, makers of TVs and playback devices, and chip vendors will be able to get the royalty-free HDR metadata standard for a "nominal administrative fee."

"As leaders in home entertainment content and hardware, the three companies are ideal partners for bringing HDR10+ into the homes of consumers everywhere," Samsung says. "We are committed to making the latest technology available in our TVs and are confident that HDR10+ will deliver premium quality content and enhance the way you experience television programs and movies in the home."

As the name suggests, HDR10+ is similar to HDR10, if with a twist-- 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."

Rival 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.

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IFA 2017 will have more details on HDR10+, but for actual demonstrations we will have to wait until CES 2018.

Go [20th Century Fox, Panasonic and Samsung Forge New Partnership](#)