

Advanced HDR by  
technicolor



# The ultimate live, cinematic and episodic viewing experience

Delivering true and vibrant creative intent  
in high dynamic range



**Live HDR content in Advanced HDR  
by Technicolor® now available 24/7  
throughout the USA from Sinclair  
Broadcast Group stations**

**Advanced HDR by Technicolor  
supported by solutions from:  
MediaTek, Cobalt Digital Inc, Ateame,  
BBright, Cinnafi Im, MainConcept,  
Realtek, Hisense TVs, and more**

**Dynamic Tone Mapping for automated production of premium HDR**

**The only solution that delivers uncompromised SDR backward compatibility,  
maintaining original artistic intent**

**Single stream combining SDR & HDR for Live Broadcast or OTT streaming  
with ETSI SL-HDR technology**

**Compliant with ATSC 3.0, SBTVD TV 2.5 and 3.0, DVB standards**



[www.advancedhdrbytechnicolor.com](http://www.advancedhdrbytechnicolor.com)

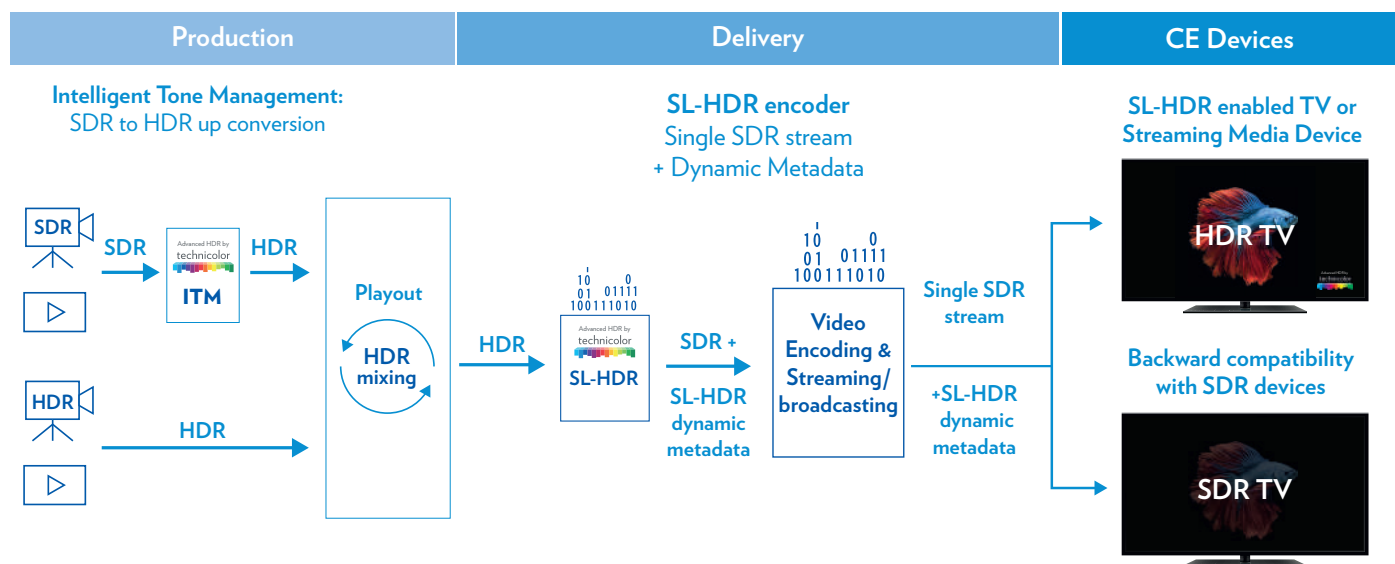
Advanced HDR by Technicolor is a collaboration between  
Philips, InterDigital and Technicolor

# The ultimate live, cinematic and episodic viewing experience

Delivering true and vibrant creative intent in high dynamic range

## Intelligent Tone Management & SL-HDR encoder

- SDR to HDR and HDR to SDR conversions with Dynamic Tone Mapping solutions.
- Real time, dynamic and “no compromise round-trip” solution for premium HDR and backward compatible SDR distribution through a single stream.
- Distinctive tuning capabilities that match the highest HDR video quality in live production workflows with graphics management and capture changing lighting conditions.
- ETSI SL-HDR encoding to transform HDR input streams into SDR/HDR-plus-metadata streams.



- **ETSI SL-HDR decoding** provides high-quality HDR images, adapted to match the display capabilities of the end device.
- SL-HDR features backward compatibility that allows consumers with SDR devices to enjoy the highest quality SDR viewing experience.

Advanced HDR by Technicolor is a collaboration between Philips, InterDigital and Technicolor

© 2023 Technicolor/InterDigital/Philips. All rights reserved. All trade, product and company names used herein are service marks, trademarks, or registered trademarks of their respective owners. Use of the product or company names does not imply any affiliation with or endorsement by them or Technicolor except as expressly stated herein. Specifications subject to change without notice. Use of Advanced HDR by Technicolor technology and trademarks is controlled by Philips in cooperation with Technicolor and InterDigital.

Advanced HDR by  
technicolor