Advanced HDR by Technicolor and ATSC 3.0 Collaborating with Hisense for TV Deployments

Silver Spring, Maryland Feb 3, 2022 (Issuewire.com) - During this month's CES conference, Hisense announced it is collaborating with ATSC 3.0 and Advanced HDR by Technicolor for integration into upcoming ULED TVs. The announcement demonstrates how the broadcast and consumer device ecosystems are moving forward in a coordinated fashion to meet consumer demand for high-quality over-the-air (OTA) and over-the-top (OTT) viewing experiences, including the delivery of high-dynamic-range (HDR) programming.

Hisense's NEXTGEN TVs are in development as Sinclair Broadcasting Group continues its aggressive rollout of ATSC 3.0 stations across the U.S. over the course of 2022. Consumers that tune in to Sinclair stations on Hisense TVs will be able to enjoy broadcasts of sports, local news and other live events transmitted in HDR.

"This is an exciting step. Technologies, like those embedded in Advanced HDR by Technicolor, will greatly enhance how consumers experience OTA broadcasts, even as NEXTGEN TV enables broadcasters to compete even more effectively in the OTT market," says Tony Bozzini, Head of Business Development with Advanced HDR by Technicolor. "The availability of free high-quality programming – especially sports and live event broadcasts – will provide consumers who purchase the equipped ULED TVs from Hisense with immediate return on their investments," he adds.

Demand for bigger and better TVs continues to grow. As a result, the picture quality remains a top priority for consumers looking for premium content experiences. Hisense's new U8H and U9H TVs introduce Mini LED to the 2022 lineup, delivering a stunning HDR performance with a bright picture, vivid colors, and excellent contrast.

"The collaboration with ATSC 3.0 to market compatible TVs furthers Hisense's commitment to bring consumers more of what they want through innovation with key industry partners," says David Gold, President of Hisense USA. "Hisense, ATSC 3.0 and Advanced HDR by Technicolor are working to deliver technologies that will allow all viewers – including sports fans and gamers – to enjoy the latest next-gen features with a tear-free, stutter-free and low latency HDR experience."

The ATSC Standard 3.0 defines the official specifications and criteria necessary for effective implementation and interoperability of Advanced Terrestrial Broadcast Systems.

"ATSC 3.0 continues to change the way the world experiences entertainment and broadcast television. More importantly, the ATSC has focused on ensuring that no one gets left behind as innovations are introduced," says Mark Aitken, Senior Vice President of Technology for Sinclair Broadcast Group and President of ONE Media. "Broadcast is one of the most ubiquitously available platforms in the market, meeting the needs of all segments of the market. Hisense is demonstrating how HDR -- especially Advanced HDR by Technicolor -- can enhance engagement and the user experience. It offers a clear path for the entire ecosystem -- including broadcasters like Sinclair -- to establish early differentiation in this fiercely competitive market," he concludes.

To learn more about Advanced HDR by Technicolor visit:

https://advancedhdrbytechnicolor.com

Media Contact

BizTechReports

airrion@mindsharecapture.com

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