

BTR: Advanced HDR By Technicolor Showcases Innovative High Dynamic Range Solutions at NAB Show

Advanced HDR by Technicolor demonstrates no-compromise round-trip production for live TV and post-production operations.

BizTechReports

Silver Spring, Maryland Apr 22, 2022 ([IssueWire.com](https://www.issuewire.com)) - As the media and entertainment industry convenes at the 2022 NAB Show in Las Vegas on April 23-27, executives from Advanced HDR by Technicolor® will be on hand to showcase its new “round-trip” feature that automates the SDR-HDR and HDR-SDR conversion process for live-TV and post-production operations while maintaining the original intent of the content creators. The new feature arrives as Sinclair Broadcast Group announces its intention to offer high dynamic range (HDR) content for the Bally Sports Regional Sports Networks in the third quarter of 2022 with Advanced HDR by Technicolor.

“This is just one of many demonstrations and exhibitions across the show floor at NAB featuring how different players in the entertainment technology ecosystem are integrating Advanced HDR by Technicolor into their offerings,” said Tony Bozzini, head of business development for Advanced HDR by Technicolor. “Advanced HDR by Technicolor is also showcasing the features and capabilities that Technicolor Intelligent Tone Management (ITM) and Single Layer HDR (SL-HDR) offer content producers and broadcasters.”

As the industry transitions from a standard dynamic range (SDR) to HDR, Advanced HDR by Technicolor is a next-generation solution that supports industry efforts to rapidly make as much HDR content available to as many markets as possible.

“In the process, significant issues need to be addressed as content developers, production equipment manufacturers, broadcasters, streaming providers, TV makers...and consumers...move toward an all-HDR future. That is why it is so important for the entire ecosystem to coalesce around technically effective and economically efficient solutions. Advanced HDR by Technicolor offers a clear path forward,” said Bozzini.

Advanced HDR by Technicolor Presence at NAB 2022

The growing interest in -- and adoption of -- Advanced HDR by Technicolor is reflected by the robust presence of this solution across NAB 2022 venues and exhibit booths. Places to visit and events to attend during the show to learn more about Advanced HDR by Technicolor include:

- **Invite-Only Media Roundtable on the State of HDR in the Americas**

On Monday, April 25, 2022, join Advanced HDR by Technicolor, and Sinclair Broadcast Group

is hosting an invite-only Media Roundtable with a panel of HDR ecosystem partners to discuss the State of HDR in the Americas.

- **ATSC booth W9022**

Sinclair will showcase Advanced HDR by Technicolor ITM and SL-HDR1 over ATSC 3.0 NextGenTV live streams displayed on compatible Hisense HDR TVs.

- **Cobalt Digital Inc. booth N3713**

Cobalt will demonstrate Advanced HDR by Technicolor ITM and SL-HDR1 with the new “no-compromise” Round-Trip Production feature that maintains the original creative intent of SDR sources.

- **Ultra HD Forum booth W6132**

Visit the Ultra HD Forum to view live ATSC 3.0 NextGenTV live streams using Advanced HDR by Technicolor displayed on newly compatible Hisense HDR TVs.

- **Cinnafilm booth W3912**

Cinnafilm will demonstrate how its PixelStrings service upconverts SDR content libraries to HDR using Advanced HDR by Technicolor ITM and SL-HDR1 on a flexible and scalable SaaS architecture.

- **Sinclair @ Wynn Suite demonstration – Appointment-Only**

Sinclair will showcase Advanced HDR by Technicolor ITM and SL-HDR1 on Bally Sports Network through newly compatible Realtek STB connected to HDR TVs.

- **The NAB Show Conference, Broadcast Engineering and IT Conference**

On Sunday, April 24, 12:35 pm, Bill Redmann, Director of Standards, Immersive Media Technologies, InterDigital, will present a paper titled “HDR Challenges and Solutions” in room W307-W309.

- **Press Conference on New Developments in the HDR Transition**

On Sunday, April 24, from 12 Noon to 12:45 PM, Advanced HDR by Technicolor and Sinclair Broadcast Group will host a press conference to share perspectives on the evolving implementation of HDR as the Sinclair Broadcast deploys across TV stations and sports channels in NAB Press Briefing Room N242.

About Advanced HDR by Technicolor

Advanced HDR by Technicolor® is a suite of High Dynamic Range (HDR) production, distribution, and display solutions that leverages machine learning (ML) technology to maximize image quality and enhance the consumer viewing experience. There are two major components to Advanced HDR by Technicolor:

- The Intelligent Tone Management (ITM) tool provides a dynamic, tunable, real-time solution to up-convert SDR content to HDR with full freedom and flexibility to manage contrast, brightness, and color saturation.
- The Single Layer HDR (SL-HDR) is a dynamic and tunable real-time tool that implements the ETSI SL-HDR standards to generate and deliver a single, consistent, high-quality broadcast stream starting from any mix of input content (such as live, movies, news) across a wide range of HDR formats (HDR10, HLG, S-LOG3). SL-HDR1 transforms HDR input streams into SDR-plus-metadata streams. SL-HDR compatible receivers provide consumers with high-quality HDR images that can be adapted to optimize the display capabilities of their devices. Thanks to the unique backward compatibility feature of SL-HDR1, consumers who do not have HDR devices can enjoy the highest quality SDR experience.

To learn more about Advanced HDR by Technicolor visit:

<https://advancedhdrbytechnicolor.com/>



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