



Panasonic

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20th Century Fox, Panasonic and Samsung Forge New Partnership to Deliver the Best Possible Viewing Experience with HDR10+ Technology

BERLIN, Germany – August 28, 2017 – 20th Century Fox, Panasonic Corporation and Samsung Electronics announced today a new partnership to create an open, royalty-free dynamic metadata platform for High Dynamic Range (HDR) through an associated certification and logo program, tentatively called HDR10+. Together, the three companies will form a licensing entity that will begin licensing the HDR10+ platform in January 2018. The entity will license the metadata broadly to content companies, ultra-high definition TVs, Blu-ray disc players/recorders and set-top box manufacturers, as well as SoC vendors, royalty-free with only 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,” said Jongsuk Chu, Senior Vice President of the Visual Display Business at Samsung Electronics. “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.”

HDR10+ is a cutting-edge technology, building upon the benefits of HDR televisions, which offers the best possible viewing experience for next generation displays. HDR10+ provides unprecedented picture quality on all displays with brightness, color, and contrast automatically optimized for each scene. In previous iterations, static tone mapping applied a fixed enhancement across an entire piece of content. With HDR10+ dynamic tone mapping, every scene is individually enhanced to bring to life vibrant visuals and achieve unprecedented picture quality. This new enhanced visual experience will allow consumers to see pictures that match the intention of filmmakers.

“HDR10+ is a technological step forward that optimizes picture quality for next generation displays,” said Danny Kaye, Executive Vice President at 20th Century Fox and Managing Director of the Fox Innovation Lab. “HDR10+ provides dynamic metadata, which precisely describes every scene to deliver unprecedented picture quality. Working in partnership with Panasonic and Samsung through the Fox Innovation Lab, we are able to bring new platforms like HDR10+ to the market that more accurately realize the vision of our filmmakers beyond the theater.”

There are several key benefits for partners who wish to adopt the platform for their HDR10+ compliant products. HDR10+ offers system flexibility, allowing a variety of partners, including content creators, content distributors, TV manufacturers and device makers, to incorporate this platform and improve the viewing experience for audiences. The HDR10+ platform was designed to allow for future development and innovation in order to deliver a more powerful technology in the years to come.

“Panasonic has a long history of working with industry leaders to develop lasting technical formats. We are delighted to work together with 20th Century Fox and Samsung to develop a new HDR format, which will bring consumers so many benefits,” said Yuki Kusumi, Executive Officer at Panasonic. “By offering considerable HDR picture quality improvements across a wider range of TVs while accelerating the amount of premium HDR content available, we expect HDR10+ to quickly become the defacto HDR format.”

This year’s IFA attendees are encouraged to visit the Samsung Electronics and Panasonic booths to learn more about HDR10+ technology.

20th Century Fox, Panasonic and Samsung will announce further details on the license program along with a demonstration of HDR10+ technology at CES 2018.

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About Twentieth Century Fox Home Entertainment

Twentieth Century Fox Home Entertainment, LLC (TCFHE) is a recognized global industry leader and a

subsidiary of Twentieth Century Fox Film. TCFHE is the worldwide marketing, sales and distribution company for all Fox film and television programming, acquisitions and original productions as well as all third party distribution partners on DVD, Blu-ray™, 4K Ultra HD, Digital HD, and VOD (video-on-demand). Each year TCFHE introduces hundreds of new and newly enhanced products, which it services to retail outlets and digital stores throughout the world.

About Panasonic

Panasonic Corporation is a worldwide leader in the development of diverse electronics technologies and solutions for customers in the consumer electronics, housing, automotive, and B2B businesses. Celebrating its 100th anniversary in 2018, the company has expanded globally and now operates 495 subsidiaries and 91 associated companies worldwide, recording consolidated net sales of 7.343 trillion yen for the year ended March 31, 2017. Committed to pursuing new value through innovation across divisional lines, the company uses its technologies to create a better life and a better world for its customers. To learn more about Panasonic: <http://www.panasonic.com/global>.

About Samsung Electronics Co., Ltd.

Samsung inspires the world and shapes the future with transformative ideas and technologies. The company is redefining the worlds of TVs, smartphones, wearable devices, tablets, digital appliances, network systems, and memory, system LSI and LED solutions. For the latest news, please visit the Samsung Newsroom at <http://news.samsung.com>.