

Samsung Announces HDR+ Firmware Update for 2016 SUHD TVs

Firmware update boosts HDR effects to provide viewers with premium picture quality

SEOUL, Korea –28, July, 2016 – Samsung Electronics Co., Ltd. is continuing its reign as the leading home entertainment brand by adding an HDR+ firmware update to all of its 2016 SUHD TVs with Quantum dot display. The firmware update is designed to enhance High Dynamic Range (HDR) quality to its highest picture quality capacity, even if the source isn't in HDR format.

As part of Samsung's 2016 SUHD TVs with Quantum dot display, HDR is an essential element in the new era of UHD TV viewing. HDR makes bright areas of the screen look even brighter, allows the TV to display new colors and significantly expands the range of the contrast ratio on-screen.

"The HDR+ function offers an exceptional HDR viewing experience to all 2016 SUHD and UHD TVs consumers," said Jong-hee Han, Vice President, Visual Display Business at Samsung Electronics. "We're thrilled to share this latest advancement with our consumers to access directly on their 2016 SUHD TVs. Samsung is bringing the highest form of picture quality right to their living rooms."

One of the biggest benefits of HDR+ is its ability to upgrade Standard Dynamic Range (SDR) content to HDR-like picture quality, allowing viewers to enjoy all of their favorite content in the highest picture quality possible.

With HDR native contents, HDR+ also uncovers previously hidden images from darker content scenes, supplementing the level of brightness to express objects hidden in darker shadows. For brighter content scenes, HDR+ increases the level of contrast ratio to differentiate objects from the background, while still depicting more image details on the screen for an overall better picture.

Features designed specifically for picture quality experts have also been enhanced with HDR+. In "Expert Mode," picture quality experts can customize HDR effects to suit individual users by calibrating brightness, contrast ratio and gradation to the finest degree. These settings can be accessed within the "Picture - Special viewing" mode options, where HDR+ is activated.

The automatic upgrade is currently available for all 2016 SUHD TVS, and will be available for all HDR-compatible 2016 UHD TVs models by September.

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