

CES 2026: Advanced HDR by Technicolor Integrated into MyVelo TV's Premiere Conversion Box

LAS VEGAS, NV, UNITED STATES, January 7, 2026 /EINPresswire.com/ -- Today, Advanced HDR by Technicolor announced that MyVelo TV has integrated the Advanced HDR by Technicolor solution into its Premiere conversion box based on the latest Amlogic flagship system-on-chip (SoC), with plans to extend support across other product lines in the future.

MyVelo TV's Premiere conversion box is available for order today and expected to ship in mid-2026 for markets across North America, South America and the Caribbean.

Driven by strong consumer feedback in major test markets, MyVelo TV has made high dynamic range (HDR) a core feature across its NextGen Smart TV products — with a focus on making HDR simple and automatic for consumers.

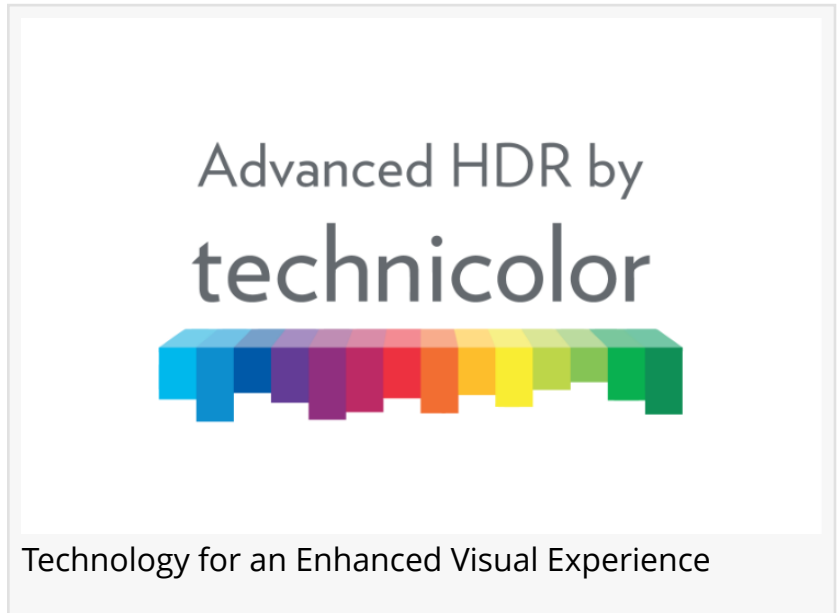


With the addition of Advanced HDR by Technicolor we support all major HDR formats, our Premiere conversion box automatically delivers the best possible picture for each viewer's TV screen."

Mark Jensen, MyVelo TV

"MyVelo TV believes consumers shouldn't have to understand HDR standards to enjoy better picture quality," said Mark Jensen, Chief Executive Officer and Co-Founder of MyVelo TV. "Different HDR technologies excel in different scenarios — cinematic movies, live sports, or broadcast television. With the addition of Advanced HDR by Technicolor we support all major HDR formats, our Premiere conversion box automatically delivers the best possible picture for each viewer's TV screen. This approach removes complexity for consumers while fully unlocking

the promise of NEXTGEN TV."



By integrating Advanced HDR by Technicolor alongside other leading HDR formats, MyVelo TV's Premiere platform is designed to support the technical objectives of NEXTGEN TV deployments and emerging conversion box categories being defined by the industry and broadcasters. This multi-HDR capability positions MyVelo TV as a strong candidate for future mass-market conversion solutions as ATSC 3.0 adoption accelerates nationwide.

Meeting that demand at scale, however, depends on parallel investments by broadcasters as they roll out ATSC 3.0 channels and services nationwide.

"The continued expansion of ATSC 3.0 channels and services is driving a market need for HDR-enabled NEXTGEN TV conversion boxes and TVs," said Matthew Goldman, vice president of strategic and technical initiatives for Sinclair, Inc, which implements Advanced HDR by Technicolor in over 150 ATSC 3.0 channels across the US, as well as on Sinclair's digital channels. "The enhanced picture improvements delivered by HDR provide an exciting technological development for both broadcasters and viewers. That is why Sinclair has deployed more HDR channels than all other US broadcasters combined. The partnership between Advanced HDR by Technicolor and MyVelo TV is a proof point that the ecosystem is coalescing to ensure that consumers can enjoy NEXTGEN TV content in HDR."

That market momentum is reinforced by how quickly viewers recognize the value of HDR once it is delivered consistently and without friction, particularly in high-impact programming such as live sports.

"When people see HDR content, they immediately notice the difference — especially when enjoying sports and other live events," said Rick Dumont, head of business development for Advanced HDR by Technicolor. "As the industry evolves from standard dynamic range (SDR) technology to HDR, it is important to remember that broadcasters, distributors, and consumers are all at different points in the upgrade cycle. The Advanced HDR by Technicolor solution addresses this challenge during the transition to NEXTGEN TV (ATSC 3.0) by embedding HDR metadata into the SDR signal. Broadcasters can efficiently send one transmission, and consumers' devices interpret that signal as either SDR or HDR depending on their capabilities. This creates a migration path that leaves no one behind as the industry evolves with NEXTGEN TV."

###

About Advanced HDR by Technicolor

Advanced HDR by Technicolor is a suite of high-dynamic-range (HDR) technologies designed to

deliver superior video quality across a variety of display devices and network environments. Developed as a collaboration between InterDigital and Philips, it includes formats like SL-HDR1, SL-HDR2, and SL-HDR3, which dynamically optimize and convert HDR content to match the capabilities of the display device in real-time. This allows broadcasters and content providers to deliver a high-quality viewing experience with improved contrast, brightness, and color accuracy while maximizing bandwidth efficiency. With support for multiple distribution workflows, Advanced HDR by Technicolor enables seamless integration into existing infrastructures, making it a preferred solution for broadcasters seeking to future-proof their HDR delivery. Advanced HDR by Technicolor's partnerships include broadcasters, streaming service providers, TV and conversion box manufacturers, SoC producers as well as hardware and software solution providers. To learn more about Advanced HDR by Technicolor visit: <https://advancedhdrbytechnicolor.com>.

About MyVelo TV

MyVelo TV is a next-generation entertainment platform that combines the best of broadcast and streaming in one powerful, easy-to-use device. Designed to maximize value and flexibility for consumers, MyVelo TV provides access to free, live, and on-demand content through a family of NextGen TV Advanced boxes that empower your existing television. Based in Atlanta, Georgia, we are committed to revolutionizing home entertainment by offering a comprehensive, user-friendly solution for accessing both subscription-based and free television content. To learn more about MyVelo TV visit: <https://www.myvelotv.com>.

Airrion Andrews
Mindshare Capture
[email us here](#)

This press release can be viewed online at: <https://www.einpresswire.com/article/881245220>

EIN Presswire's priority is source transparency. We do not allow opaque clients, and our editors try to be careful about weeding out false and misleading content. As a user, if you see something we have missed, please do bring it to our attention. Your help is welcome. EIN Presswire, Everyone's Internet News Presswire™, tries to define some of the boundaries that are reasonable in today's world. Please see our Editorial Guidelines for more information.

© 1995-2026 Newsmatics Inc. All Right Reserved.