NAB 2026: Modernizing Legacy Workflows to Improve HDR Performance

Advanced HDR by Technicolor Showcases the Latest HDR Developments and NextGenTV Conversion Boxes at NAB 2026

Technology for an Enhanced Visual Experience

LAS VEGAS, NV, UNITED STATES, April 17, 2026 /EINPresswire.com/ -- Advanced HDR by Technicolor will highlight innovations during the NAB 2026 conference in Las Vegas that address the limitations of legacy high dynamic range (HDR) formats and production models.

Despite the fact that HDR is increasingly being adopted across content creation, production workflows, televisions and mobile devices, many of today's "premium" video experiences still fail to produce a demonstrably visible or differentiated experience. The reason: industry reliance on static look up tables (LUTs) and redundant standard dynamic range (SDR)and HDR pipelines is flattening image quality while introducing operational costs and complexity.

> If HDR is to be considered a premium feature, then it must be delivered as the 'hero' format rather than the compromise."
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> *Rick Dumont, Advanced HDR by Technicolor*

At NAB this year, the Advanced HDR by Technicolor team will showcase an evolution away from these constraints, presenting dynamic HDR workflows and single-stream delivery methodologies that are designed to preserve creative intent, and ensure the seamless transition from SDR and HDR while reducing infrastructure costs across broadcast and streaming operations.

Momentum is building around dynamic HDR conversion as broadcasters and streaming service providers seek to deliver premium video quality without increasing bandwidth or workflow complexity. Deployment of Advanced HDR by Technicolor is expanding across NEXTGEN TV (ATSC 3.0) and into HDR streaming operations. Implementations with partners such as Hisense

combine Advanced HDR by Technicolor with NEXTGEN TV capabilities to enhance the viewing experience of live sports. The solution is also supported by core video workflow providers across the ecosystem including Mainconcept, Cobalt, Ateme and Amagi.

Demonstrations will focus on a few key developments in how HDR is produced and distributed:

* Dynamic HDR conversion solution that replaces static LUTs processing while optimizing content frame by frame and maintaining contrast, brightness and color depth across varying types of content.

* Single-stream delivery of HDR and SDR which eliminates the need for parallel workflows and enables one signal to serve legacy SDR and HDR-enabled devices.

* HDR delivery within SDR bandwidth constraints using existing 8-bit AVC workflows, removing the requirements for 10-bit HEVC implementations.

* Content provided at UHD/HDR-like quality at less than 25% of the bandwidth usually associated with such formats.

This approach challenges workflows that have prioritized SDR compatibility over HDR performance.

“Production teams selecting the predictable and safe path of legacy SDR workflows and static LUTs HDR are limiting the viewing experience of consumers while undermining the business case for this technology. If HDR is to be considered a premium feature then it must be delivered as the ‘hero’ format rather than the compromise,” said Rick Dumont, head of business development for Advanced HDR by Technicolor.

As broadcasters and streaming service providers compete in an increasingly saturated market, the inconsistent implementation of HDR has weakened the technology’s ability to capture consumer attention, lessening its impact as a driver of subscriptions or advertising dollars.

At the same time, the production teams that choose to maintain separate SDR and HDR workflows introduce added costs to production, storage and distribution. Those parallel workflows are going to be more difficult to sustain as content libraries continue to grow and live production demands become more complex.

By comparison, a single-stream approach reduces the requirements on infrastructure and bandwidth while simplifying operations. There is no longer a need for manual color adjustments and grading decisions which can deteriorate performance across devices.

At NAB 2026, attendees will be able to experience:

* Side-by-side comparison of static vs. dynamic HDR conversion
* Demonstrations of a HDR-first workflow
* End-to-end delivery scenarios using a single HDR signal with SDR downconversion capability
* A showcase of the latest NEXTGEN TV conversion devices integrated with Advanced HDR by Technicolor which include ADTH, Geniatech, MyVelo TV, ZapperBox, and Zinwell.

Advanced HDR by Technicolor experts will be on hand during the show at the following locations:

* Advanced HDR by Technicolor Meeting Room (Invitation Only) located at C3062MR in Central Hall

* ATSC booth located at C1655 in Central Hall

The Advanced HDR by technicolor team will showcase a single master workflow leveraging dynamic HDR conversion that maintains high quality HDR, while providing best possible SDR at the same time, throughout the content value chain. Experts will also demonstrate how dynamic conversion with Intelligent Tone Management outperforms legacy systems based on static LUTs conversion.

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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.

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