The challenge:

Industry increasingly demands HDR content delivery as more devices support it. However, legacy devices are unable to decode and render HDR content, requiring duplicated video workflow and delivery.

LCEVC solution:

1. Add an HDR enhancement layer on top of an existing SDR 'base', and eliminate the need for workflow duplication
2. Can be used to also provide a higher-resolution decode
3. Up to 80% saving on storage compared to producing a separate standalone HDR file
4. Reduces processing needs compared to having to produce the separate HDR file

Solution uniqueness:

Scalable delivery of HDR enhancement, avoid encode duplication, compatible with existing SDR clients

Single stream delivering both HDR enhancement and an SDR base

LCEVC implementation:

The solution can be deployed directly in-App by the service provider

* HDR capabilities are being developed and roadmapped. A demo is available.