

Samsung Introduces New HDR10+ Adaptive Feature for Better At-Home Viewing Experience



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BY [SAMSUNG GLOBAL](#)

Samsung Electronics today announced that the HDR10+ Adaptive feature will be supported in Samsung TVs, which improves the HDR10+ viewing experience in customers' homes regardless of the lighting conditions. HDR10+ Adaptive supports Filmmaker Mode and adapts to brighter rooms so customers can enjoy a true cinematic experience with HDR10+ movies and television programs in any environment at home. HDR10+ Adaptive will launch globally with Samsung's upcoming QLED TV products.

While viewing HDR content is typically optimal in a darkened environment, customers' viewing environments may vary greatly depending on a wide array of factors, including room lighting, time of day, and proximity to windows. The HDR10+ Adaptive feature supports dynamic scene-by-scene optimization, following guidelines from the HDR10+ LLC, and can now adjust to any room lighting condition, further enhancing the HDR experience. This feature utilizes the TV's light sensor and ensures that the screen brings to life the creative intent without any loss of details or contrast. All Prime Video HDR content is automatically delivered in HDR10+.

HDR10+ Adaptive on Samsung QLED TVs also supports Filmmaker Mode, a display setting that Samsung – as a member of the UHD Alliance – developed in partnership with filmmakers, studios and consumer electronics manufacturers. Samsung and Amazon Prime Video teamed up to enable Filmmaker Mode and HDR10+ Adaptive for Prime Video customers.

“We are always looking for new features and innovations that can help improve the customer experience,” said BA Winston, Global Head of Video Playback and Delivery at Amazon Prime Video. “With HDR10+ and Filmmaker mode, Prime Video content is optimized regardless of the viewing environment and customers can enjoy movies and TV shows the way the filmmakers intended.”

More contents are becoming available in HDR10+ with Universal Pictures Home Entertainment (UPHE) and Samsung extending its technology partnership to include even more HDR10+ catalogues and new titles for distribution on OTT services around the world.

“As consumers spend more time at home, Samsung has been looking for ways to enrich consumers’ entertainment experience in the comfort of their homes,” said Younghun Choi, Executive Vice President of Visual Display Business at Samsung Electronics. “We are delighted to offer smart picture quality solutions that will enhance consumers’ at-home HDR viewing experience, bringing original-quality cinematic experience to our consumers around the world.”

“Samsung has demonstrated exceptional commitment in developing HDR10+ technology and bringing the industry together in support,” said Michael Aaronson, Senior Vice President, Digital Distribution, UPHE. “We are pleased to further expand our partnership with Samsung as we work to bring more titles into this advanced in-home viewing ecosystem to movie audiences worldwide.”

UHD titles available on Prime Video also include HDR10+ so all Prime Video customers can enjoy the improved HDR experience with most Samsung QLED TVs regardless of room lighting conditions.

For more information on Samsung TV, please visit www.samsung.com.

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