

Are you delivering an **enhanced viewing experience!**

SDR to HDR conversion

With the rise of the OTT platforms the way we consume video content has changed dramatically. So have the expectations of the viewers. Today, consumers expect nothing less than the best when it comes to picture quality, and that's where the need for SDR to HDR conversion comes in.

The 2K HD and standard dynamic range (SDR) fall far short of the visual experiences that the audiences are expecting currently. This coupled with ongoing demand for large screen, increase in penetration of smartphones, and surge in on-demand content delivery services notably contribute toward the need for HDR content

HDR offers a distinct advantage to streaming video. It provides superior visuals with a greater variety in brightness, contrast, and color accuracy,

OTT platforms have recognized this shift in viewer expectations and are now investing in HDR technology to deliver the best possible experience to their viewers. However, the transition from SDR to HDR is not as simple as flipping a switch.

SDR



HDR



Courtesy – SonyLIV

How is Prasad different?

- We have mastered the 'inverse tone mapping' algorithm from SDR source to HDR
- Our customized Semi-Auto conversion workflow makes the process faster while delivering best-in-class results compared to the industry
- We also specialize in HDR enhancements of legacy content for older movies to be re-mastered in HDR format