

< Date >

Rennes, April 13th 2017

< Title >

New release: the most versatile SDR-HDR converter technology

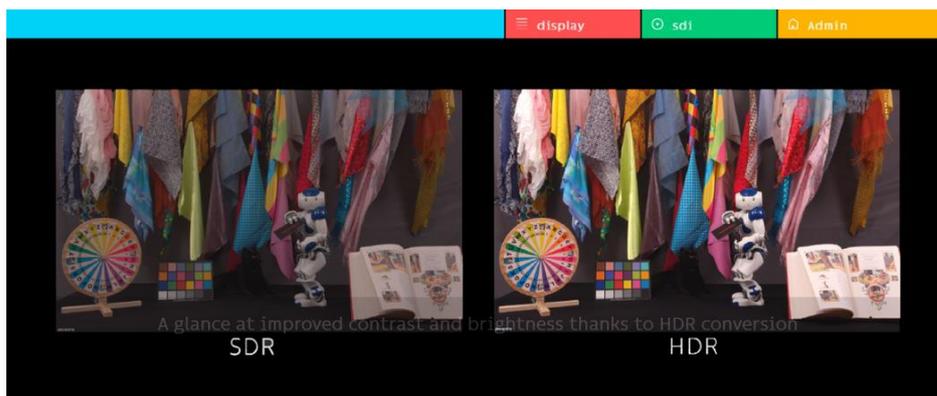
The French innovation center [b<>com](#) has been selected to exhibit at NAB show's Futures Park ([booth N2035FP](#)). Among the [five cutting edge technologies released](#), b<>com will present for the first time several implementations of a compact, high-performance technology to convert SDR (Standard Dynamic Range) content into HDR (High Dynamic Range) format in real time. This makes it possible for that content to benefit from the performance of newer HDR screens while preserving the artistic intent of SDR sources.

"This technology is the gap filler the industry has been looking for in order to make HDR succeed quickly, until native HDR content can be available in larger numbers. It will take some time, and until then, our aim is to help the broadcast industry turn the promise of HDR into more concrete delivery of HDR programs to audiences." says **Ludovic Noblet, head of the Hypermedia labs at b<>com.**

"b<>com is a private research institute that develops and provides technology. Implementing our SDR-to-HDR up-conversion technology brings high value to both content providers and end users. It is cost-effective and easy to deploy, from glass to glass. To be successful with HDR, the industry needs such enablers." adds **Bertrand Guilbaud, b<>com's CEO.**

b<>com will also present a SaaS version for SDR-HDR conversion. This framework leverages video and audio processing in the cloud, using Linux container technology to ensure reliability, robustness and scalability.

>> Download the full presentation [here](#)



About b<>com

With its innovations, the Institute of Research and Technology (IRT) b<>com is taking part in the European digital transformation. Its 230 researchers develop tools, products, and services that make everyday life easier. They focus on two fields of research: Hypermedia (ultra-high definition images, 3D sound, smart content, virtual and augmented reality) and more agile ultra-high speed networks (cloud, cybersecurity, ultra-high speed mobile, network resilience, Internet of Things). Of the many fields of application for these technologies, e-health has allowed b<>com to participate in the digital revolution going on in medicine. <https://b-com.com/en>

Media contact

b<>com : Marion Carcreff / marion.carcreff@b-com.com

www.b-com.com

Press release