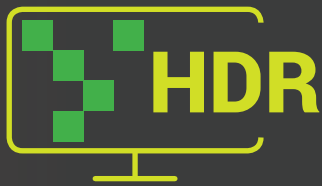




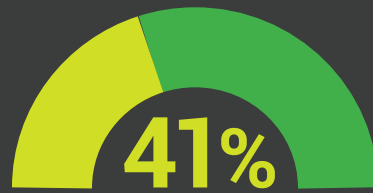
grass valley  
A **BELDEN** BRAND

# Dazzle viewers with Better Pixels

## Why HDR is important to broadcasters:



HDR ENHANCES THE VIEWING EXPERIENCE ON SDR TVs –KEEPING YOUR AUDIENCE ENGAGED WITH SPECTACULAR IMAGERY



GROWTH\* BY 2022 FOR HDR-CAPABLE TVs (HD & 4K UHD COMBINED)  
\*COMPOUND ANNUAL GROWTH RATE



CONSUMER HDR-CAPABLE TV SET SALES: HDR-CAPABLE TVs SOLD BY 2022

Source: ABI Research

## Top Four Reasons Why Grass Valley's Native HDR is Your Best Choice



**ONE**

### COMPLETE NATIVE HDR WORKFLOW

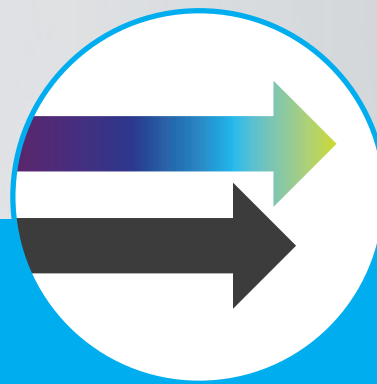
From acquisition through production with ANY current LDX camera, ANY K-Frame series with ANY panel, plus up/down mapping and monitoring.



**TWO**

### NO WORKFLOW DISRUPTION

Incorporate SDR content into HDR workflows natively with a single workflow, and vice versa thanks to up/down mapping.



**THREE**

### EASILY MONITOR HDR CONTENT

Advanced multiviewer technology delivers HDR content to existing SDR displays.



**FOUR**

### GLOBAL HDR SUPPORT

Native support for worldwide HLG and PQ standards. It's your choice.

This product may be protected by one or more patents. For further information, please visit: [www.grassvalley.com/patents](http://www.grassvalley.com/patents).

## Grass Valley Native 10-bit HDR Production Workflow



K-Frame Series with ANY panel (Korona/Karrera/Kayenne)



ANY LDX Series Camera in HD and 4K UHD (LDX 82/LDX C82 and up)



K2 Dyno Replay System



UHD 3901-UC HDR up and down-mapping HD/4K cross-conversion



KMX-4921 multiviewer

GVB-1-0652B-EN-INF