



PRESS RELEASE

## **TECHNICOLOR AND PHILIPS JOIN FORCES TO CO-DEVELOP HIGH DYNAMIC RANGE (HDR) DISTRIBUTION TECHNOLOGIES**

*Combined HDR roadmap will accelerate HDR deployment with full backwards compatibility to Standard Dynamic Range (SDR) displays*

**Paris (France) and Eindhoven (Netherlands), January 05, 2016** – Technicolor (Euronext Paris: TCH, OTCQX: TCLRY) and Royal Philips (NYSE: PHG, AEX: PHIA) today announced an agreement to merge their ongoing delivery roadmaps for HDR solutions, including content creation tools, encoding and decoding software and implementation support.

As a result of this collaboration, Technicolor and Philips will offer a unique, best-in-class proposition to the market that allows HDR delivery, with full backwards compatibility to Standard Dynamic Range displays. This will simplify HDR deployments for distributors who will be able to send one signal to all of their customers, regardless of which TV they have. Their networks will be future proof as consumers upgrade to HDR displays over the next few years.

Technicolor and Philips will continue to support their respective HDR products and solutions already deployed to the market and merge the best part of these into the combined solution. This announcement will strengthen their position by adding additional innovative features. Partners who have already implemented Technicolor and Philips HDR delivery technologies will benefit from best-in-class solutions that interoperate with content already created and built on their existing investments in HDR.

Early results of the combined solution will be shown at NAB 2016 followed by commercial deployments on silicon in late 2016.

Technicolor will take the lead in developing a combined solution that is compliant with emerging standards for next generation video entertainment. Technicolor will also lead sales and licensing activities associated with the combined HDR offerings. The solution will become an important offering in Technicolor's branded product portfolio for consumer electronic devices.

"Combining the HDR research from two of the most prominent and trusted names in imaging is a significant step in the maturity of HDR technologies," said Manuele Wahl, Senior Vice President of Technology and Trademark Licensing at Technicolor. "Philips is bringing years of experience in consumer electronics and silicon partnerships. This combined with Technicolor's heritage in content creation and technology licensing will provide a compelling backwards compatible solution which will accelerate HDR adoption."

"This move is a reflection of how fast the market for HDR is developing, and how important it is to partner and scale up to effectively serve industry demand for high-quality video delivery," said Jako Eleveld, Head of IP Licensing for Philips.

Both companies will continue to work independently on other solutions for enhancing video and audio technologies.

###

#### **About Technicolor**

Technicolor, a worldwide technology leader in the media and entertainment sector, is at the forefront of digital innovation. Our world class research and innovation laboratories enable us to lead the market in delivering advanced video services to content creators and distributors. We also benefit from an extensive intellectual property portfolio focused on imaging and sound technologies. Our commitment: supporting the delivery of exciting new experiences for consumers in theaters, homes and on-the-go.

[www.technicolor.com](http://www.technicolor.com) – Follow us: [@Technicolor](https://twitter.com/Technicolor) – [linkedin.com/company/technicolor](https://www.linkedin.com/company/technicolor)

**Technicolor shares are on the NYSE Euronext Paris exchange (TCH) and traded in the USA on the OTCQX marketplace (OTCQX: TCLRY).**

#### **About Royal Philips**

Royal Philips (NYSE: PHG, AEX: PHIA) is a diversified health and well-being company, focused on improving people's lives through meaningful innovation in the areas of Healthcare, Consumer Lifestyle and Lighting. Headquartered in the Netherlands, Philips posted 2014 sales of EUR 21.4 billion and employs approximately 106,000 employees with sales and services in more than 100 countries. The company is a leader in cardiac care, acute care and home healthcare, energy efficient lighting solutions and new lighting applications, as well as male shaving and grooming and oral healthcare. News from Philips is located at [www.philips.com/newscenter](http://www.philips.com/newscenter).

#### **Media Contact:**

Technicolor:

Lane Cooper: + 1 415 646 6592

[lane.cooper@technicolorpr.com](mailto:lane.cooper@technicolorpr.com)

Royal Phillips:

Björn Teuwsen: +31 6 130 789 75

#### **Investor Relations**

Technicolor:

Emilie Megel: +33 1 41 86 61 48

[emilie.megel@technicolor.com](mailto:emilie.megel@technicolor.com)

Laurent Sfaxi: +33 1 41 86 58 83

[laurent.sfaxi@technicolor.com](mailto:laurent.sfaxi@technicolor.com)