

**UHD ALLIANCE PRESS RELEASE JANUARY 4, 2016**

**UHD ALLIANCE DEFINES PREMIUM HOME ENTERTAINMENT EXPERIENCE Unveils Consumer-Facing “ULTRA HD PREMIUM” Logo and Begins Certification, Licensing Establishes First Cross-Industry-Developed Quality Criteria for HDR Across Displays, Content and Distribution**

LAS VEGAS, Jan. 4, 2016 – Enjoying a premium, full-featured Ultra High Definition in-home experience has been simplified for consumers as the UHD Alliance (UHDA), the inter-industry group charged with fostering the Ultra HD ecosystem and promoting the benefits of Ultra HD entertainment technology, today unveiled a consumer-facing logo to identify devices, content and services capable of delivering a premium experience to an exploding Ultra HD market that is expected to grow eightfold by 2019. The UHDA also announced the start of licensing of its ULTRA HD PREMIUM logo.

Developed through the collaborative efforts of leading film studios, consumer electronics manufacturers, content distributors and technology companies, the Ultra HD Premium specifications reflect collective expertise from across the Ultra HD ecosystem, as well as significant input gleaned from experiential consumer testing.

The UHDA’s ULTRA HD PREMIUM logo is reserved for products and services that comply with performance metrics for resolution, **high dynamic range (HDR)**, peak luminance, black levels and wide color gamut among others. The specifications also make recommendations for immersive audio and other features. These advances in resolution, contrast, brightness, color and audio will enable certified displays and content to replicate the richness of life’s sights and sounds and allow in-home viewers to more fully and accurately experience the content creator’s vision.