



Deluxe Extends 4K/UHD Services to Facilitate HDR Content Management and Delivery

Deluxe is first to offer both global HDR color grading and new end-to-end workflow services and infrastructure to help clients prepare, compress and deliver 4K/UHD HDR content for a range of platforms and devices, all under one roof

Los Angeles, CA (April 14, 2016) — Deluxe Entertainment Services Group Inc. (Deluxe) announced today that the company's multiscreen and Over-the-Top (OTT) media management and delivery platform, Deluxe OnDemand™, now provides key workflow capabilities to enable distributors and programmers to quickly and easily participate in the next wave of 4K/UHD with High Dynamic Range (HDR) content. Deluxe will showcase HDR and associated workflow components at NAB 2016 in Las Vegas, NV, in booth #SU4414.

Deluxe OnDemand now supports the massive file management, compression, packaging, playback testing, and optimized delivery unique to HDR content. Unlike the first generation of 4K/UHD content, known as Ultra High Definition or Ultra HD, HDR introduces a significant level of complexity to ensure that the higher resolution, greater luminance, and expanded color gamut renders properly on playback devices.

"Deluxe has developed a complete workflow and infrastructure to help clients bring HDR to market while taking that investment burden off of them," said Brett Belinsky, President of Deluxe Delivery Operations. "Today, we're able to address HDR from point of origin to delivery under one roof, to ensure that distributors are able to deliver the right file optimized for their network, platform, and even specific devices, and that consumers get an experience that delivers on the promise of HDR."

Working with Deluxe OnDemand, clients can deliver 4K content to the new HDR television sets just entering the market and consumer devices that support the format without investing in new infrastructure or nascent technologies. The solution includes the following capabilities for HDR-enablement:

- Ingest and management of massive source material; file size that can be as large as 10 Terabytes for a feature-length movie
- Support for HDR-10 and Dolby Vision
- H.265 HEVC compression
- MPEG-DASH Adaptive Bit Rates (ABRs), optimized for streaming over today's networks
- Extensive playback testing lab to verify and fine tune the end user experience across a wide range of devices and consumer electronics manufacturers
- Multiple delivery options including direct to CDN or OTT streaming to the end device.

Deluxe OnDemand is a component of Deluxe's comprehensive delivery solutions ecosystem, which offers content preparation and delivery for home entertainment, theatrical, linear and OTT.

About Deluxe OnDemand

Deluxe OnDemand™ is transforming motion picture, television and video sourcing, processing, and distribution for pay TV operators, programmers, and content providers through a unified end-to-end process. The company's advanced video workflow and media management and delivery platform makes it easier to acquire, prepare, and deliver content quickly and cost-effectively across more devices and destinations. Using Deluxe OnDemand solutions, clients can quickly launch and support Over-the-Top (OTT) and Electronic Sell-Through (EST) services, TV Everywhere (TVE) applications and expand VOD/SVOD libraries. Deluxe OnDemand solutions future-proof clients' services by supporting new formats and next generation viewing experiences such as 4K UHD and HDR. Clients include Charter Communications, Comcast Corporation, Shaw Communications, and Starz. Deluxe OnDemand is a division of Deluxe Entertainment Services Group Inc. Visit www.deluxeondemand.com for more information.

About Deluxe

Deluxe Entertainment Services Group Inc. is a global leader in digital media and entertainment services across film, video and online content from capture to consumption. Since 1915, Deluxe has been the trusted partner for the world's most successful Hollywood studios, independent film companies, TV networks, exhibitors, advertisers and others, offering best-in-class solutions in production, post production, distribution, asset and workflow management and new digital solution-based technologies. With operations in Los Angeles, New York and around the globe, the company employs nearly 7,000 of the most talented, highly honored and recognized artists and industry veterans worldwide. For more information visit www.bydeluxe.com.

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