

The Dolby Vision for the Future of TV

Written by Marco Attard
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According to Dolby the future of TV does not depend solely on technologies such as HD, 4K/UHD, curved displays or quantum dots-- it depends on how said TVs are used, specifically with an own set of technologies within a package dubbed Dolby Vision.



Dolby Vision covers the entire process of TV use, from media mastering to playback and the actual displays. It promises to expand colour palettes, enhance dynamic range and increase contrast ratios by taking control of the brightness, HDR and colour gamut of the individual pixels within the display.

It covers all display resolutions, starting from HD to 4K, 8K and beyond.

The initiative already has the support of at least some TV makers, including Vision, Sharp, Philips, Hisense and TCL, who had Dolby Vision-enabled TVs at CES 2015. The technology will also appear on streaming services such as Netflix VUDU and Amazon, while Warner Bros is the first Hollywood studio to pledge support with remastered editions of movies such as Edge of Tomorrow and The Lego Movie.

"Dolby is thrilled to offer a technology that enables consumers to enjoy the filmmaker's creative intent via an expanded color palette, enhanced dynamic range, and dramatically increased contrast ratio," the company says. "This lets viewers experience greater detail and more lifelike images than ever before."

Dolby Vision-enabled TVs should start hitting the market later during 2015.

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