



D3.3 Final Report on Personalised Ability of Tools



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1. Executive Summary

This document is the final report on the toolset for adjusting dramatic content for viewing in a variety of environments, from HDR for the cinema, via SDR in a home environment, to mobile viewing anywhere. It follows from *D3.1 Internal Demonstration Pipeline Tools* and *D3.2 Report leading to integrated Demonstration*, and is the logical progression towards a dynamic, adaptive, personalised approach to HDR. We describe a simple control that allows personalisation of the HDR content to adjust for personal preference, viewing condition and display capability while preserving artistic intent. We discuss the effect of contrast adaptation on such a tool and the wider implications for the deployment of HDR, going well beyond the desire for personalisation.