



# SISVEL TECHNOLOGY

IFA 2013, Hall 2.2, Booth 104

## **IFA 2013: Sisvel Technology and its partners present the most advanced 3D broadcast video format**

*Innovative 3DZ Tile Format clearly facilitates the introduction of glasses-free 3D TV / Satellite channel in 3D Tile Format launched (Astra 19.2 °E).*

**Berlin - September 6, 2013.** Sisvel Technology, where the revolutionary 3D Tile Format was conceived, continues showcasing at IFA the quality improvements and the capabilities of saving bandwidth associated with 3D technology. Also, highlighting the potentials of this format for delivering high resolution 3D, autostereoscopic 3D and 2D HD signals on a single HD channel.

Sisvel Technology's booth (Hall 2.2, Booth 104) is divided into four different exhibition areas dedicated to ongoing international partnerships, with Vestel, SES-Astra, Brionvega and Triaxes/ Elecard, with an essential focus on the 3DZ Tile Format technology.

### **New Vestel board for 3D Tile Format recognition and processing**

In the spotlight is, among others, an innovative board developed by VESTEK, the R&D centre of Vestel group, one of the major TV manufacturers in Europe, which allows processing and displaying 3D Tile Format broadcast contents on any 3DTVs. This board was entirely developed within Vestel R&D department and will be largely integrated into Vestel's 3D displays very soon.

### **3D Tile Format throughout Europe**

A second section deals with the SES-Astra Satellite 3D Tile Format channel (19.2 °E) that can be received throughout Europe. In particular, a rich library of 3D Tile videos are available on-air on this channel, thus 2D and 3D users are already able to watch the daily transmission in high resolution. The collaboration between Sisvel Technology and SES-Astra is the demonstration of current and promising investments in the 3D broadcasting services in view of a larger popularity.

### **Teleweb: Classic charm meets modern world**

In a third area Sisvel Technology presents a "smart set-top box" called Teleweb Uno, distributed by Brionvega. Specifically, it can decode the Tile Format together with bringing

smart TV features to regular TV sets .Teleweb Uno combines the features of DVB-T2 of SD and HD receivers with those of multimedia players and video recorders. Surfing on the Internet is possible, as well as identifying and allowing the display of all the 3D transmission formats, comprising the Tile Format.

### **3DZ Tile Format supports glasses-free 3D TV**

Finally, in a fourth area, the new 3DZ Tile Format is presented, in fact this frame compatible format is the result of a further development on the 3D Tile Format, that combines the strengths of the Tile Format itself with an additional feature: the depth map inclusion within the same HD frame.

Thanks to this feature, the 3DZ Tile Format allows broadcasters to deliver content using only one channel to 2D, 3D and now also auto-stereoscopic (glasses-free) apparatuses simultaneously. Using a different approach than conventional systems, this solution provides broadcasters with a more cost effective way to exploit the bandwidth of an HD channel.

In addition, the 3DZ Tile format allows a spatial image arrangement with higher quality with respect to previous solutions to the problem (e.g. Side-by-Side, Top-and-Bottom).

Therefore, this new technology significantly helps the breakthrough in the 3D market.



At Sisvel Technology's booth, visitors will find vivid demonstrations of a wide variety of display technologies (glasses 3D, 2D HD, glasses-free 3D) supported by 3D Tile Format. Viewers will have the chance to enjoy video contents based on a higher resolution and backward compatible broadcasting format.

### **About Sisvel Technology**

Sisvel Technology is dedicated to research, development, and technical consultancy in the media technology industries. The company collaborates with public and private organizations to implement R&D programs, and to produce innovative technical solutions leading to commercially valuable technologies. Sisvel Technology's research is focused on five different areas: home entertainment, mobile telephony, indoor & outdoor location, intelligent transport system (ITS), and green technology.

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