



SISVEL TECHNOLOGY

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SISVEL TECHNOLOGY TO SHOWCASE 3DZ TILE FORMAT AT INTERNATIONAL CES 2014

Backward compatible 2D transmissions and glasses-free solutions to fulfill the 3D market needs”

Las Vegas, January 7, 2014 - Sisvel Technology ([CES South Hall 1, Booth 20431](#)) will showcase to broadcasters and users how mature 3D technology currently is at International CES. International CES is the ideal venue for Sisvel Technology to show how the 3DZ Tile Format benefits 3D broadcasting – resulting in no glasses needed by the end consumer and a more budget-friendly solution for broadcasters.

Sisvel Technology joined forces with Triaxes – a Russian company specialized in software and hardware solutions for autostereoscopic displays – to create the **3DZ Tile Format**, a system that enhances the performance of autostereoscopic (glasses free) 3D displays. This is the latest improvement to the high-performance Tile Format which already offers users better definition than existing alternatives; it is also backward compatible with 2D high definition TV sets and offers significant advantages to broadcasters by using a single bandwidth-efficient stream. The results of this technological advance will be on full display at the Sisvel Technology booth where attendees will enjoy attractive 3D viewing and advanced 3D decoding apparatuses.

The CES booth will showcase Italian and international broadcast partners who are using the 3D Tile Format: Quartarete, 50canale, SES-Astra and CNTV 3D channel. These broadcasters are also taking part in the 3D Content production; they will have the opportunity to present cutting-edge technologies in a prestigious international context. In particular, Sisvel Technology’s cooperation with CNTV (one of the most important Web TV service providers in China) has enabled a 3D Web Channel which can be viewed also on a laptop

screen, thanks to the plug-in developed by CNTV engineers (displaying in anaglyph, line-alternate and 2D compatible mode).

Sisvel Technology's booth at CES will be equipped with 3D and 2D full HD television sets to demonstrate how 3D programs can be viewed by both 3D and 2D devices as a practical result of 2D backward compatibility of 3D frame compatible formats. The demo will clarify the broadcasting procedure for transmitting a 3D program in one stream which can be watched stereoscopically on 3D television sets and simultaneously in 2D mode on full HD television sets.

During the exhibition the joint technologies and products developed by Sisvel Technology's manufacturing partners will also be presented: Android chipset (SoC by Hisilicon) and boards based on FPGA (by Vestek and by 3D Impact Media) which will ease the penetration of the 3D Tile Format technology in the market. Among the various demonstrations, the innovative set-top-box Teleweb Uno (TW-UNO) will be presented, which can convert analog TVs into smart TVs, enabling access to the Internet as well as the ability to recognize and reproduce all 3D frame-compatible formats, including 3D Tile 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.

Visit Sisvel Technology at International CES 2014: South Hall 1, Booth 20431. *Editors Please Note:* To request an interview with a Sisvel Technology's spokesperson or see a live demo of the 3DZ Tile Format, please contact Donna Glass at (415) 561-0888, donna@landispr.com.