



SISVEL TECHNOLOGY

SISVEL TECHNOLOGY ANNOUNCES THE COLLABORATION WITH CTAA - 3D Council AT CCBN 2014

Beijing, 20 March 2014 - Sisvel Technology will be exhibiting in Hall 2 Booth 2205 at the 22th China Content Broadcasting Network Exhibition (CCBN) from the 20th to the 22nd of March 2014, the largest broadcasting technology and equipment expo in the Asia-Pacific region. Taking advantage of this opportunity, Sisvel Technology announces the collaboration with **Chinese Television Artists' Association (CTAA) - 3D Council** to promote 3D industry development in China and offer more viewer-oriented technical solutions and 3D video contents.

Chinese Television Artists' Association (CTAA) - 3D Council was established in 2012 belonging to China Ministry of Culture. Thanks to the joint efforts with 3DC, the first key objective of this collaboration is to promote 3D in China. Sisvel Technology's 3D cutting-edge technologies will be better deployed in China by approaching TV operators and providing them with full know-how and competencies for advanced 3D broadcasting: solutions such as Cropping Rectangle, 3D Tile and 3DZ Tile allows broadcasters to reach everybody (2D, 3D and 3D without glasses users). In addition to that, broadcasters can benefit from these innovative technologies for saving bandwidth apart from exploiting the existing HD infrastructure even offering stunning 3D services; they can also facilitate the production of new contents and gain interest from final users. All in all, this partnership with 3DC represents a significant step towards improving the diffusion of the 3D Tile Format on the Chinese market and builds an intense connection between Sisvel Technology and China TV operators.

Protagonist of the event will be the **3DZ Tile Format**, a system that enhances the performance of autostereoscopic displays, developed by Sisvel Technology and its partner Triaxes. This is the latest extension of the Tile Format which already offers to the users a better definition with respect to existing solutions. It is backward compatible with 2D High Definition TV sets and offers significant advantages to broadcasters by using only a single bandwidth-efficient stream. By combining this technology with the 4K ultra-high resolution displays, the 3D glasses-free experience is enhanced.

During the exhibition, a further spotlight involves the fruitful cooperation with the 3D channel of **CNTV** (one of the biggest Web TV service providers in China) and with **Hisilicon**, the leading chipset solution provider in China. 3D Tile Contents can be watched worldwide via streaming on CNTV web Channel (<http://3d.cntv.cn/3dt/>). In particular, those contents are available also in 2D compatible version for 2D screens. Hisilicon has already developed solutions for 3D Tile



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decoding on Android OS using the Hi3719 chipset. This versatile architecture (Android based) allows an easy integration of all common consumer apps.

Sisvel Technology looks forward to welcoming visitors to its booth and offering them vivid demonstrations of innovative 3DZ Tile Format and fruitful cooperation with Chinese partners.

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.

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