

## Sisvel Technology shows new 3D Tile Format live at IFA 2010 3D broadcasting backwards compatible

- At IFA 2010 Sisvel Technology is demonstrating the 3D Tile Format, the new solution to improve 3D broadcasting through a creative way to format two stereoscopic images.
- This new technology enables delivery of HD 3D content with a higher quality than current solutions and allows broadcasters to transmit a single video service to 2D and 3D audiences.
- Backwards compatibility of the 3D Tile Format guarantees that consumers with a traditional 2D TV set can still enjoy the service in 2D format.

**Berlin, September 6, 2010** - Sisvel's booth at IFA 2010 demonstrated the 3D Tile Format live in its entirety — from production, broadcasting to distribution. This broadcasting demonstration has received tremendous attention. The 3D Tile Format is ready to be adopted by the market and field trials are expected to launch in the near future.

Following last year's introduction of 3DSwitch - the user friendly automatic 2D/3D format recognition – Sisvel Technology, a spin-off of the Sisvel Group devoted to research, development, and technical consulting, continues to innovate in the field of 3D TV.

The 3D Tile Format enables delivery of HD 3D content with a higher quality than current solutions (Side by Side or Top and Bottom) and allows broadcasters to transmit a single service for 2D and 3D audiences. Consumers with 3D equipment can fully enjoy a 3D viewing experience while consumers with traditional 2D TV sets will appreciate the service in 2D.



### Current issues in 3D Broadcasting

The idea behind 3D video is the transmission of two separate images (Left & Right), to reproduce human stereoscopic vision, packed in a single stream. The current systems squeeze the Left and Right images into a single High Definition frame and the service provider reuses part of the existing production and the entire distribution infrastructure.

This approach not only causes a loss in the video quality, halving the vertical or horizontal resolution of the source image, but also makes the 3D transmission unsuitable for viewing on 2D TV receivers.

The challenge was to avoid the drawbacks of the current frame packing techniques.

### 3D Tile Format – Sisvel Technology’s solution to improve 3D broadcasting

To overcome these drawbacks in 3D broadcasting, Sisvel Technology has created the 3D Tile Format-- a solution allowing the integrated storage of two stereoscopic 720p frames into a single 1080p frame. The reconstructed Left and Right pictures keep their original resolution and will not be affected by the unbalance of the Vertical and Horizontal resolution

The layout of the images within the Tile Format, together with standard compliant technologies developed by Sisvel Technology, seamlessly allows the decoding of 2D video from the 3D transmission.



*Courtesy of Maga Animation*

“The 3D Tile Format technology we developed offers great benefits for the whole market, from broadcasters to TV manufacturers and consumers”, states Mr. Paolo D’Amato, CEO of Sisvel Technology, “standardization bodies are currently considering adoption of our tile framing system. Thanks to the creativity of the 3D Tile Format, this system can even be implemented into last generation of HD set top boxes and TV sets with a simple software update.”

The 3D Tile Format technology is currently exhibited at IFA 2010 (Hall 2.2 booth 114) and will also be shown at the forthcoming IBC in Amsterdam (Hall 5, booth A15).



### **About Sisvel Technology**

Sisvel Technology is the research, development and technical consulting company within the Sisvel Group, a world leader in managing Intellectual Property and maximizing the value of patent rights, with a multidisciplinary team of highly-qualified experts and offers high quality services, effective development, technical support, competitive fees, and flexible terms. Sisvel Technology collaborates with entities in both the public and private sectors, in particular with research centers, to implement R&D programs, and to produce innovative technical solutions leading to commercially valuable patents and technologies.

Sisvel Technology is currently working on the development of new techniques in the field of 3D TV to facilitate broadcasters and content producers in the production and distribution of 3D material.

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