



***Enjoy the 3D Village at Sisvel Technology IBC2011 Stand 13.106***

**Agency Contact:**

Fiorenza Mella  
Wall Street Communications  
Tel: +31 (0)71 523 82 10  
Email: fiorenza@wallstcom.com

**Sisvel Technology Contact:**

Veronica Pugi  
PR & Media Relations  
Tel: +39 011 990 4114  
Email: veronica.pugi@sisvel.it

**Photo Link:** [www.wallstcom.com/Sisvel/3DContent.zip](http://www.wallstcom.com/Sisvel/3DContent.zip)

**For Immediate Release**

## **3D Village Offers Syndication of 3D Content**

**NONE TORINESE, Italy — Sept. 9, 2011** — 3D Village initiative is underway at IBC stand 13.106, offering broadcasters, manufacturers, and content producers a forum for collaboration in cost-effective, higher-quality 3D delivery. 3D Village members benefit from Sisvel Technology's 3D Tile Format, and have syndicated access to a library of high-quality 3D content including documentaries on Las Vegas, the Holy Shroud of Turin, the Venice Carnival, sport events, fashion shows, and much more. The syndication promoted by Sisvel Technology is open to contributions of every content provider who wants to promote 3D technology and enhance deliverance of 3D content.

Italian Broadcasters Quartarete and Città Digitali have already syndicated their 3D HD content that is being currently broadcast in the Piedmont and Tuscany regions of Italy. 3D Tile Format broadcasts are also available all over Europe on Satellite 1L 19.2 degrees East.

New members joining the syndication will benefit from the free exchange of 3D content among members on a reciprocity basis. The catalog of the 3D Village content library can be viewed on-line at the new 3D Village website [www.3dt.it](http://www.3dt.it).

The 3D Tile Format provides better-quality images for 3D content and maintains backward compatibility, allowing viewers not equipped for 3D to view the programs as 2D images on their full HD sets. The reconstructed right and left images maintain their original spatial and temporal resolution, giving viewers of both versions the full benefit of

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the original picture, and the transmission of both 2D and 3D can be achieved without the need for increased bandwidth.

“The 3D Village promotes the use of the 3D Tile Format, which offers broadcasters a far better way of delivering 3D at higher quality and saving bandwidth at the same time,” said Quartarete CEO Davide Boscaini. “The content syndication initiative also means that 3D Village members have easy access to a range of 3D content without the prohibitive production costs usually associated with it. The 3D Tile Format makes 3D broadcasting a much more realistic business proposition for any broadcaster and content provider, and we extend an open invitation to take advantage of it by joining the 3D Village” said Città Digitali CEO Lodovico Poschi Meuron. More information is available at [www.3dt.it](http://www.3dt.it)

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#### **About Città Digitali**

Città Digitali was founded in July 2003 as an independent company for the production of TV content. Over the years it has become a production facility shooting in SD and HD and a complete post production facility. In 2004, Città Digitali signed an agreement with the city of Lucca’s local administration to deploy a digital terrestrial channel for a new TV platform to offer interactive content and services to the local community. For more information: [www.cittadigitali.tv](http://www.cittadigitali.tv)

#### **About Quartarete**

Quartarete, a Piedmont local broadcaster, since 2004, ahead of its time, realized that the challenge of digital technology certainly played mainly on the content and its quality. This insight resulted in the decision to approach the world of HD. Today the choice of 3D is its natural evolution.

For more information: [www.quartarete.tv](http://www.quartarete.tv)

#### **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. For more information: [www.sisveltechnology.com](http://www.sisveltechnology.com)

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