



# SISVEL TECHNOLOGY

***Visit Sisvel Technology at electronicAsia, Booth 5F-F02***

**Agency Contact:**

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

**Sisvel Technology Contact:**

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

**For Immediate Release**

## **Sisvel Technology Shows the 3DTV Tile Format at electronicAsia**

**NONE TORINESE, Italy — Oct. 14, 2011** — At the electronicAsia event taking place this week in Hong Kong, Sisvel Technology is showcasing a demonstration of the capabilities of its 3DTV Tile Format. The demo features broadcast chain equipment that Sisvel Technology developed together with its partners, such as a BLT professional panelizer, a Utah Scientific mixer to allow the operator to switch between stereoscopic cameras, and an H.264 encoder from Motorola.

At the receiving end of the 3D chain, the content is displayed using a set-top box based on the ST7108 chipset from Antik Technology or a Vestel TV set, both capable of decoding the 3D Tile Format.

“The advantages of the 3D Tile Format in bandwidth efficiency, picture quality, and backwards compatibility with 2D are so strong that any broadcaster currently operating in 3D, or considering a 3D service, should definitely put Sisvel Technology at the top of the must-see list for electronicAsia,” said Paolo D'Amato, CEO of Sisvel Technology.

Several different broadcasters in Italy are running 3D services using the 3D Tile Format. A 3D Tile channel is likewise available on-air throughout Europe from SES Astra Satellite on 19.2° East.

Italian Broadcasters Quartarete and Città Digitali have already syndicated their 3D HD content that is currently being broadcast in the Piedmont and Tuscany regions of Italy.

*More...*

New members joining this open 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 online at the new 3D Village website: [www.3dt.it](http://www.3dt.it).

More information about this and other Sisvel Technology products is available at [www.sisveltechnology.com](http://www.sisveltechnology.com) or by phone at +39 011 990 4114.

# # #

**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 3D Tile Format is a more efficient, backward-compatible alternative to the existing 3D transmission formats.

ENDS