



SISVEL TECHNOLOGY

Visit Sisvel Technology at IFA in Hall 2.2, Stand 119

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Media Advisory

Sisvel Technology CEO Paolo D'Amato to Present Results of Italian 3D Tile Format Trials at IFA

NONE TORINESE, Italy — Aug. 17, 2011 — At the Display Search Business Conference at IFA in Berlin, Sisvel Technology CEO Paolo D'Amato will present the results of a trial with the 3D Tile Format carried out in Northern Italy. The trial has involved a panel made up of almost 200 viewers, comprised of private consumers and professionals (ICT experts, communication experts, journalists, technical suppliers, etc.). In the trial, the 3D content, broadcasted by Quartarete using the 3D Tile Format, was a mix of sports and entertainment.

Paolo D'Amato will present the results on Sept. 5 at 17:20 as part of the conference discussion entitled *The Changing Face of the Tablet, Television and Home Video Ecosystem*.

The 3D Tile Format offers significant advantages over current 3D transmission methods. Formatting stereoscopic images by integrating two 720p frames within a single 1080p frame, the 3D Tile Format provides better-quality images for 3D content and maintains backward compatibility, allowing viewers not equipped for 3D to view the transmission as 2D images on their full HD sets. The reconstructed right and left images maintain their original 720p spatial and temporal resolution, giving viewers of both versions the full benefit of the original picture, and the transmission of both 2D and 3D can be achieved without the need for increased bandwidth.

More...

Following a long career at RAI, Paolo D'Amato became a consultant for several media companies. In 2004 he was appointed CEO of Sisvel S.p.A. and in 2008 he founded Sisvel Technology s.r.l. He holds more than 30 patents and is the author of more than 100 technical articles on TV and Teletext technologies.

Sisvel Technology is exhibiting at IFA, Sept. 2-7 in Hall 2.2, stand 119. For further information about IFA, see http://www1.messe-berlin.de/vip8_1/website/Internet/Internet/www.ifa-berlin/englisch/index.html.

More information about the 3D Tile Format and other Sisvel Technology products is available at www.sisveltechnology.com or by phone at +39 011 990 4114.

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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 sector organizations to implement R&D programs, and to produce innovative technical solutions leading to commercially valuable patents and technologies. Sisvel Technology's 3D Tile Format is a more efficient, backward-compatible alternative to the existing 3D transmission formats.

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