



SISVEL TECHNOLOGY

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Media Advisory

Sisvel Technology Initiates 3D Village at European Forum on Digital TV

LUCCA, Italy — June 1, 2011 — At the 2011 European Forum on Digital TV Roberto Dini, Founder of Sisvel, will initiate the 3D Village, a collaboration of partners involved in 3D broadcasting. The 3D Village will provide a forum for content providers, manufacturers and researchers, together with broadcasters delivering 3D services.

Among broadcasters, 3D Village partners include early adopters of Sisvel Technology's innovative 3D Tile Format2, such as QuartaRete TV, Città Digitali, and Astra.

The new 3D Tile Format2 unveiled by Sisvel Technology offers significant advantages over current methods, by formatting stereoscopic images by integrating two 720p frames within a single 1080p frame.

This provides better quality images for 3D content, and maintains backward compatibility, allowing viewers not equipped for 3D to view the transmission as 2D images. 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.

The European Forum on Digital TV will be held on June 10th, 2011 in Lucca, Italy.

More information about this and any other Sisvel Technology product is available at

More...

www.sisveltechnology.com or by phone at +39 011 9904770.

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About Sisvel Technology

Sisvel Technology is dedicated to research, development, and technical consultancy. 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 3D Tile Format2 is a more efficient, backward-compatible alternative to the existing 3D transmission format.

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