# SISVEL TECHNOLOGY: CUTTING-EDGE SOLUTIONS PROMOTING BROADCAST OF 3D CONTENTS IN TILE FORMAT AT IBC 2013

*In collaboration with its international partners, Sisvel Technology will present*
*the latest products related to 3D in a dedicated exhibition area*

**Amsterdam, September 13rd, 2013** – **Sisvel Technology** will be exhibiting in **Hall 5, stand 5.B37** at **IBC 2013** (International Broadcasting Convention) in **Amsterdam**, from **September 13th to 17th**. The attendance to one of the most important exhibitions for the TV broadcasting and digital media sectors confirms Sisvel Technology's leading role in the area of technological innovations linked to the 3D TV world.

Along with Sisvel Technology, the booth will showcase partners using 3D Tile Format technology: Italian and international broadcasters (Quartarete, 50canale,VTV Broadcom, CNTV 3D channel). Additionally, **3D content producers** will have the opportunity to present cutting-edge technologies in a prestigious international context.

Protagonist of the event will be the **3DZ Tile Format**, an evolution of the 3D Tile Format developed by Sisvel Technology and its Russian partner **Triaxes** - specialized in software and hardware solutions for autostereoscopic displays - which simplifies and improves glasses-free 3D TV vision and may also be the key technology to reduce 3D TV costs. Triaxes has added Z (Depth) information inside Sisvel Technology 3D Tile format, leading to the creation of 3DZ Tile, the first universal display-independent format, which can provide users with proper video playback, regardless of the type of display they use (common 2D, glasses 3D and glasses-free 3D). Creating a Depth Map at the broadcaster's premises facilitates the synthesis of intermediate views for autostereoscopic displays, successfully offloading on broadcasting systems the computation normally present in the TV.

Among the various demonstrations, the innovative set-top-box Teleweb Uno (TW-UNO) will be presented, which can even convert old analog TVs into a Smart TV, enabling

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easier access to Internet and the main social networks, YouTube, as well as the ability to recognize and reproduce all 3D frame compatible formats, including 3D Tile Format.

For the first time at Sisvel Technology's booth, **emotion3D will** showcase an end-to-end solution for the creation of 3D content libraries for glasses-free 3D displays. Today content producers and content aggregators can easily provide 3D content in the 3D tile format thanks to the Stereoscopic Suite (SSX3) plug-in that easily integrates in major post-productions video editing tools.
emotion3D's Virtual View Synthesis technology can additionally optimize colours of the images and depth perception before creating the 3DZ Tile format. In fact this manipulation brings a more accurate viewing on glasses-free 3D tablets, phones and TVs.

**GammaRED** this year will again be guest at Sisvel Technology's booth to present the enhanced version of its ÆON server, the ground-breaking multichannel video server SD/HD that leverages on SHINE Media Platform 2 technology and is used to broadcast real-time stereoscopic contents in 3D Tile format.

In line with the philosophy of the International event, which connects professionals engaged in the creation, management and distribution of contents, an area of the booth will be dedicated to **3D Impact Media,** that provides a specific software tool, Reality Player, able to manage 3D Tile Format so that it is supported by the autostereoscopic TVs 4K Alioscopy.

In the area dedicated to **SES**, leading satellite operator, and to the tv manufacturer **Vestel,** visitors will find vivid demonstrations of 3D Tile contents broadcasted via the Astra satellite  positioned at 19.2° est.  In this demo area visitors can enjoy live 3D Tile Format contents broadcasted thanks to a board, developed by Vestel, which allows an efficient Tile Format decoding, which can be integrated into stereoscopic TVs. This board, which will be shown inside Vestel's dedicated area, is able to manipulate all 3D transmission formats.

Further highlights will be 3D and 2D Full HD television sets, available at the booth to show how 3D programs can be viewed by 3D and 2D devices thanks to the *2D backwards compatibility of 3D Frame Compatible Formats* technology. This enables

broadcasters to transmit in one streaming a 3D program that can be watched stereoscopically on 3D television sets and simultaneously in 2D mode on full HD television sets without the need for simulcasting.

Among other relevant partnerships presented at IBC, it must be noted the cooperation with CNTV and its **3D WebTV** Channel and with **Hisilicon**, the leading chipset solution provider in China. These new relationships are an improvement to the diffusion on the Chinese market of the 3D Tile Format, thanks also to the development of a board, based on its Hi3716C chipset, made by Hisilicon that supports the 3D Tile Format.

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