



# SISVEL TECHNOLOGY

## 3DZ TILE FORMAT IMPROVES

## GLASSES-FREE 3D PERFORMANCE

***Sisvel Technology and its international partners focused on more viewer-oriented solutions***

**Hong Kong, October 15, 2013** - Sisvel Technology will be exhibiting in Hall 5F Booth G02 at the Hong Kong Electronics Fair from the 13th to the 16th of October 2013, one of the most important exhibitions for consumer electronics in the world. Sisvel will take advantage of this opportunity to showcase enhanced performance of autostereoscopic displays using the 3DZ Tile Format as well as advanced technologies jointly developed by Sisvel Technology and its international partners.

Thanks to fast growing collaborations, Sisvel Technology and its partners offer technical solutions and 3D video contents now even more viewer-oriented. Sisvel Technology clearly makes the step and announces an intense connection with **Chinese Television Artists' Association (CTAA) - 3D Council** for introducing Sisvel technology's 3D solutions to Chinese 3D players. The first key aspect of this collaboration is to benefit from a "switchable" 3D to HD channel. In fact the technology called *2D backwards compatibility*, developed by Sisvel Technology, allows users to enjoy 3D contents on both 3D and 2D television sets. This advantage is brought by the capability of broadcasters to transmit in one stream a 3D program that can be watched stereoscopically on 3D display and at the same time in 2D mode on full HD television sets without the need for simulcasting.

Being aware of the fact that the 3D market is still not very mature, TV operators, content aggregators and technology providers have to overcome the shy response of consumers to 3D technologies. Following this strategy, Sisvel Technology has established relevant international partnerships which will be highlighted at HKEF together with the related development of 3D user devices.

Protagonist of the event will be the **3DZ Tile Format**, a system that enhances the performance of autostereoscopic displays, developed by Sisvel Technology and its partner **Triaxes**. This technology allows delivering content using only one channel to 2D, 3D and now also autostereoscopic (glasses-free) apparatuses simultaneously and providing a more cost effective way to exploit the bandwidth of an HD channel. This is known as the first display-independent format, which can offer users a proper video playback, regardless of the type of display (2D HD, glasses 3D and glasses-free 3D). In addition, creating a Depth Map at the broadcaster's premises facilitates the synthesis of intermediate views for autostereoscopic



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displays, successfully offloading on broadcasting systems the computation normally performed in the TV. Moreover the 3DZ Tile format permits a spatial image arrangement with higher quality with respect to previous solutions to the problem (e.g. Side-by-Side, Top-and-Bottom). Therefore, this new technology significantly helps the breakthrough in the 3D market.

During the exhibition the cooperated technologies and products developed by Sisvel Technology's manufacturing partners will be presented including: set-top-box (Teleweb by Sim2/Brionvega), chipset (Hisilicon) and boards (Vestel, 3D Impact Media), which will speed up the penetration of the 3D Tile technology in the market.

A further spotlight involves the fruitful cooperation with the 3D channel of **CNTV** (one of the biggest Web TV service providers in China) 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, also thanks to the development of a board, based on its Hi3716C chipset, made by Hisilicon that supports the 3D Tile Format. These Asian collaborations represent a significant step towards improving the diffusion of the 3D Tile Format on the Chinese market.

Sisvel Technology looks forward to welcoming visitors to its booth at the Hong Kong Electronics Fair and offering them a chance to experience first-hand its innovative 3D Tile Format and learn more about the most advanced technologies related to 3D and broadcasting.

## 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.

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