



# SISVEL TECHNOLOGY

## SISVEL TECHNOLOGY AND ITS INTERNATIONAL PARTNERS AT NAB 2014

**Las Vegas, 7 April 2014** - Sisvel Technology will be exhibiting in **South Hall Upper, Booth 7116** at the world's largest electronic media show.

Sisvel Technology's booth is composed by four attractive exhibition areas presenting the different projects the company is undertaking together with its international partners, CNTV, Hisilicon, 3D Council and Triaxes/Elecard. The areas are focused on showing technologies for a superior 3D experience (3DZ Tile Format and 3D Tile Format) and offering know-how to support a wider adoption of 3D on all distribution platforms.

### **3DZ Tile Format to improve 4K glasses-free 3D experience**

3DZ Tile is a technology that enhances the experience of autostereoscopic viewing. This is the latest clever extension of the Tile Format that already offers to the users a superior definition with respect to existing 3D broadcasting solutions. In addition, by providing backward compatibility with 2D High Definition TV sets, 3DTile offers significant advantages to broadcasters in the use of a single bandwidth-efficient stream for 2D and 3D services.

Afterwards, the 3DZ Tile Format has been successfully designed to facilitate the autostereoscopic video processing and strengthen the accuracy of glasses-free TV sets and tablets. As a matter of fact, 3DZ Tile is the only frame packing format capable of carrying stereoscopic information (Left and Right frame) as well as the disparity (Depth) data, all on the same stream.

By combining this technology with the Ultra-High resolution displays (4K panels now available on the market), the 3D glasses-free experience evidently improves.

### **Enjoy 3D Tile Format contents via streaming**

3D Tile video contents can be watched worldwide via streaming on CNTV, the Chinese 3D Web-Tv broadcaster (<http://3d.cntv.cn/3dt/>). In particular, said 3D programs are available also in 2D compatible version and in 3D Anaglyph for 2D screens.

Hisilicon (the silicon company of Huawei group) has previously developed solutions for 3D Tile decoding on Android OS using the Hi3719C dual-core chipset. This versatile architecture (Android based) also allows an easy support and integration of all common consumer apps. Several OTT and DVB Set-Top-Box makers are rolling-out CE products compliant to the 3DTile standard.



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## **The collaboration with 3D Council to promote the 3D TV in China**

In this area Sisvel Technology will be showing the partnership with 3D Council (CTAA chapter), which reveals the collaborative attitude of Chinese companies towards such cutting-edge 3D technologies.

The strategy of this alliance primarily aims at intensifying and expanding the number of 3D services available to the public on all distribution platforms (terrestrial, satellite, cable and internet).

The joint work with 3D Council is playing a pivotal role in allowing all the actors involved, content providers, broadcasters, manufacturers, to succeed in bringing this innovative technology on the market.

## **Sisvel Technology and its international partnerships**

Finally, in a dedicated area, the whole partnership network of Sisvel Technology will be presented by a company presentation highlighting areas of R&D activities and related industrial collaborations.

Sisvel Technology looks forward to welcoming visitors to its booth and offering them vivid demonstrations of innovative 3DZ Tile Format (in particular glasses-free 3D experience) and of its fruitful cooperation with international partners.

## **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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