



# SISVEL TECHNOLOGY

## **SISVEL TECHNOLOGY'S INNOVATIVE 3D TECHNOLOGIES ON DISPLAY AT IFA BERLIN 2012**

***Introducing for the first time at Sisvel's booth - Hall 2.2 Booth 113 -  
the new set-top box Teleweb Uno by Brionvega that decodes  
the Tile Format and turns ordinary TVs into Smart TVs***

**Berlin, August 31<sup>st</sup>, 2012** – **Sisvel** will once again be attending **IFA**, one of the world's leading trade shows for consumer electronics and home appliances, to be held in Berlin from August 31st to September 5th, 2012.

For the occasion, the company will set up an exhibit of almost 400 square meters (Hall 2.2 Booth 113) where it will display the technological innovations created by Sisvel Technology, the research and development company of the Sisvel Group, and by other companies and research centers cooperating with it. This exhibit space will be set up as a true 3D Village.

The booth will be organized into 4 different exhibition areas.

In the live display area, Sisvel will reproduce the complete sequence chain of production and transmission of a typical television broadcaster. To generate interest and capture the attention of bystanders jugglers will be filmed live while performing spectacular feats and acrobatics. Utilizing the **3D Tile Format**, Sisvel will be able to broadcast a signal that will be received by both 3D and 2D HD TV-sets. This innovative technology offers better stereoscopic image quality when compared to conventional systems.

In addition to the live area, two more areas in the booth will be dedicated to 3D. In these exhibit spaces the public attending IFA will be able to follow the thematic broadcasts specializing in culture, sports, fashion and entertainment that are available on the 3D Tile Format Channel of the pan-European satellite operator SES. Attendees will also have the opportunity to enjoy some of the best 3D trailers, made by international content producers and transmitted with the Tile Format technique.

Especially relevant will be the participation of **SIM2**, one of the leading producers of high-end 3D video projectors that, in a special room, will demonstrate the quality of 3D projections reproduced by video projector Mico 150.

Finally, the central area of the booth will be dedicated to a “First for IFA,” the initial international introduction of **Teleweb Uno**, the new set-top box made by Brionvega that can decode the Tile Format and transform ordinary TVs into Smart TVs. Teleweb Uno combines the features of a DVB-T SD and HD receiver with those of a multimedia reader and video recorder, web surfing and, last but not least, the ability to recognize and reproduce all 3D Frame Compatible formats. Teleweb Uno will be marketed by Brionvega in October 2012, launching first in the Italian market followed by the rest of Europe.

Brionvega’s historical brand “made in Italy design’s icon” recognized around the world, will also exhibit some of its best known products such as the Radiofonografo, the Radiocubo, the Radio Grattaciolo (Skyscraper) and the latest born in Brionvega’s house, Radiocubo.it: a perfect blend of design and technical innovation.

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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 organizations to implement R&D programs, and to produce innovative technical solutions leading to commercially valuable technologies.

#### **Agency contacts:**

Erik Biewendt  
Industrie-Contact AG (IC AG)  
Phone: +49.(0)40.899666.14  
Email: [erik.biewendt@ic-gruppe.com](mailto:erik.biewendt@ic-gruppe.com)  
<http://www.ic-gruppe.com>

#### **Sisvel Technology contacts:**

Veronica Pugi  
PR and Media Relations  
Phone: +39 011 9904114  
Email : [veronica.pugi@sisvel.it](mailto:veronica.pugi@sisvel.it)