



SISVEL TECHNOLOGY

ENJOY 3D CONTENT GLASSES-FREE? IT'S EASIER THANKS TO SISVEL TECHNOLOGY AND TRIAXES VISION UNIVERSAL 3DZ TILE FORMAT

Sisvel Technology will seize the occasion of the Hong Kong Electronics Fair to show dramatically enhanced performance of Auto stereoscopic displays using the 3D Tile Format

Hong Kong, October 13, 2012 - **Sisvel** will be exhibiting in Hall 5F Booth F02 at the **Hong Kong Electronics Fair** from the 13th through the 16th of October 2012.

Sisvel is again participating at Hong Kong Electronics Fair, one of the most important exhibitions for consumer electronics in the world and an ideal stage to display the technological innovations created by Sisvel Technology in cooperation with its partner companies and research centres.

Triaxes Vision – a glasses free 3D specialist – and **Sisvel Technology** have joined forces to create the **Universal 3DZ Tile Format**, a system that enhances the performance of auto stereoscopic displays. This is the latest exciting improvement to the high performance Tile Format which already offers users better definition than existing alternatives, is backward compatible with 2D high definition TV sets, and offers significant advantages to broadcasters by using a single bandwidth-efficient stream. Triaxes and Sisvel will show, for the first time in Asia, the stunning results of this technology.

This revolutionary advance was made possible by adding additional information composed by the Triaxes' Z (Depth) algorithms to a 3D Tile Format frame.



The Asian market is rapidly expanding and Sisvel will work diligently to provide compelling solutions to Asian companies throughout the 3D entertainment ecosystem – from chipset, TV, and set-top box manufacturers to TV and IPTV broadcasters. As a significant step forward toward realizing its vision, Sisvel Technology recently established an important partnership with 3D Channel of CNTV, which is one of the biggest IPTV broadcasters in China.

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.

Sisvel Technology contacts:

Veronica Pugi
PR and Media Relations
Phone: +39 011 9904114
Email: veronica.pugi@sisvel.it

