



# SISVEL TECHNOLOGY

**IFA 2011**  
**Sisvel Technology S.r.l.**  
**Hall 2.2 Stand 119**

Sisvel Technology S.r.l.  
Via Castagnole, 59  
10060 None Torinese  
Italy

**Sisvel Technology S.r.l. Contact:**  
Veronica Pugi  
PR and Media Relations  
+39 011 990 4114  
Email: [veronica.pugi@sisvel.it](mailto:veronica.pugi@sisvel.it)  
Website: [www.sisveltechnology.com](http://www.sisveltechnology.com)

**Agency Contact:**  
Fiorenza Mella  
Wall Street Communications  
+31 (0) 71 523 82 10  
Email: [fiorenza@wallstcom.com](mailto:fiorenza@wallstcom.com)

**Photo Link:** [www.wallstcom.com/Sisvel/3DTileFormat.zip](http://www.wallstcom.com/Sisvel/3DTileFormat.zip)

## **Company Overview**

Sisvel Technology ([www.sisveltechnology.com](http://www.sisveltechnology.com)) 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's 3D Tile Format is a more efficient, backward-compatible alternative to the existing 3D transmission formats.

## **New Products at IFA 2011:**

### **New 3D Broadcasting System With 3D Tile Format**

At IFA 2011 Sisvel Technology will show the magic of the 3D Tile Format throughout an entire 3D broadcasting chain.

On the production side, visitors will see two on-set 3D cameras, a panelizer, a mixer, and an advanced encoder. At the receiving end of the chain will be prototypes of a set-top box and TV set capable of receiving and decoding the 3D Tile Format. The 3D Tile Format will be demonstrated with content produced by Italian broadcasters Città Digitali and Quarta Rete, and broadcast via an Astra satellite. The booth will also feature a dark room for showing 3D content in a home-cinema setting using the Lumis 3D-S 3D Projector from Sisvel Technology's partner, SIM2.

*More...*

And just so visitors remember the magic of the 3D Tile Format, a magician will be on hand to entertain them.

**About the 3D Tile Format**

Sisvel Technology's 3D Tile Format offers significant advantages over current 3D transmission methods. Formatting stereoscopic images by integrating two 720p frames within a single 1080p frame, the 3D Tile Format provides better quality images for 3D content and maintains backward compatibility, allowing viewers not equipped for 3D to view the transmission as 2D images on their full-HD sets. The reconstructed right and left images maintain their original 720p spatial and temporal resolution, giving viewers of both versions the full benefit of the original picture, and the transmission of both 2D and 3D can be achieved without the need for increased bandwidth.

**Sisvel Technology Quote:**

“Our booth at IFA will give visitors the best possible insight into the strengths of the 3D Tile Format and its outstanding quality in a number of different viewing situations. We also look forward to demonstrating our technology in the 3D village at IFA with other great companies such as SIM2, Vestel, and Antik Technology.” — Paolo D'Amato, CEO of Sisvel Technology