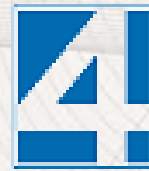




The Broadcasters joining 3D Tile Format

3D Piedmont Trial



quartarete

PIEDMONT, ITALY, THE WORLD'S FIRST REGION TO BROADCAST BACKWARD COMPATIBLE 3D TV

1° December 2010: With the 3D Digital Terrestrial TV broadcasts of QuartaRete TV, a local Italian TV station broadcasting from Piedmont, and the first to broadcast free-to-air backward compatible stereoscopic TV programs, a new model to access 3D TV starts in Piedmont.

About Quartarete

Quartarete, a Piedmont local broadcaster, since 2004, ahead of its time, realized that the challenge of digital technology it certainly played mainly on the content and its quality. This insight resulted in the decision to approach the world HD. Today the choice of 3D is its natural evolution.

For more information: www.quartarete.tv



3D Tuscany Trial



TUSCANY, ITALY, THE WORLD'S SECOND REGION TO BROADCAST BACKWARD COMPATIBLE 3D TV

50Canale, a Tuscany local broadcaster is joining the new model to access 3D TV started in Piedmont.

It is characterized by its link with the territory giving importance to sports, events and news content.

For more information: www.50canale.tv

3D Vietnam Trial



About VTV

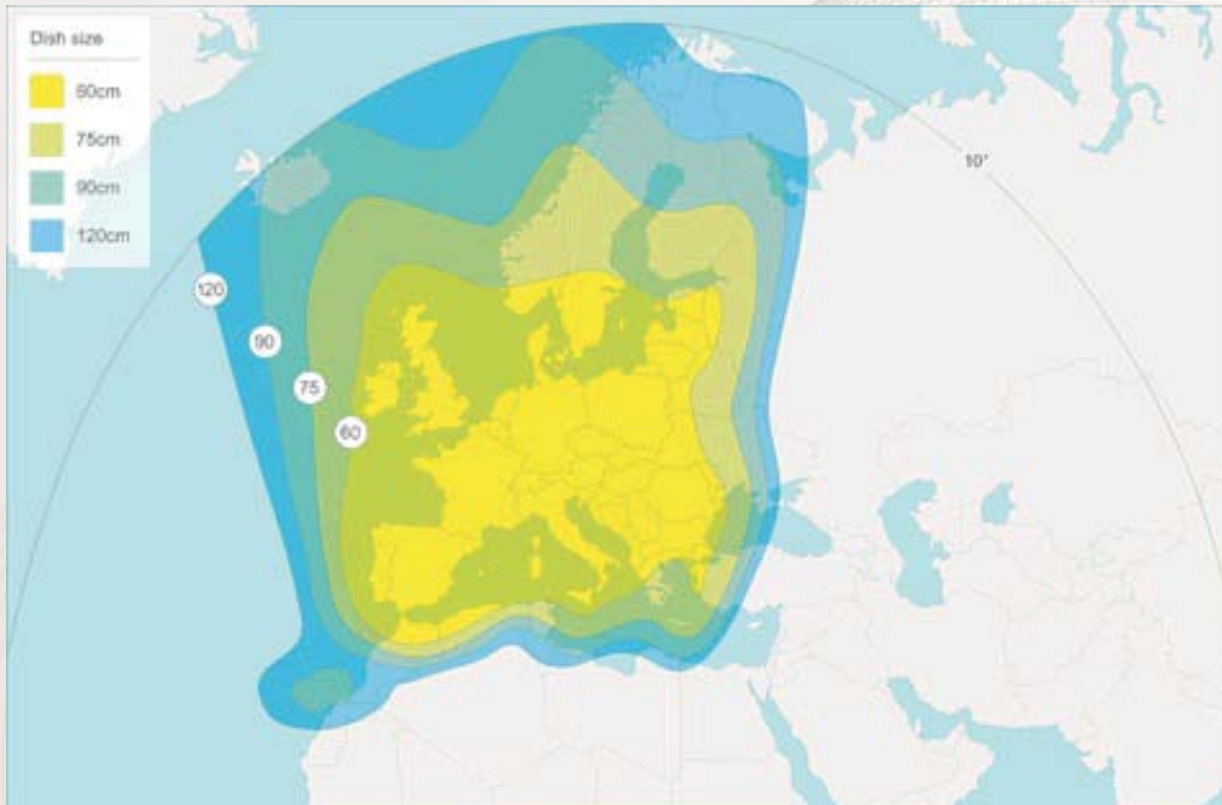
The first television broadcasts in Vietnam were in the 1960s when the United States set up two channels (one [Vietnamese language](#) and one in English in [Saigon](#)).

VTV's regional broadcasting centers are located in [Ho Chi Minh City](#), [Huế](#), [Da Nang](#), [Phu Yen](#), [Nha Trang](#), [Cần Thơ](#), [Vinh](#) and [Tam Dao](#). Programming is relayed nationwide via a network of provincial and municipal television stations. There are transmitters in most outlying areas of the country. By 2003, more than 80% of all urban households owned a television set. The percentage was considerably less in rural areas, but even the most remote village cafe has a TV and [video](#) or [DVD](#) player.

For more information: www.vtv.gov.vn

3D Satellite Trial

SES - ASTRA 19.2° is transmitting a 3D Tile Format Channel starting May 24th. SES - ASTRA coverage area is the following (more than 100 millions of users):



SES[^]


About SES

A world-leading satellite operator, providing reliable and secure satellite communications solutions to broadcast, telecom, corporate and government customers worldwide.

They own and operate a fleet of 49 geostationary satellites that are complemented by a network of teleports and offices located around the globe. This far-reaching infrastructure enables their customers to reach 99% of the world's population and places SES at the heart of the global communications chain.

They are headquartered in Luxembourg and operate worldwide through dedicated regional teams. They are listed on Euronext Paris and on the Luxembourg Stock Exchange (SESG).

For more information: www.ses.com



3DT
www.3dt.it

THE SYNDICATION OF 3D CONTENT.

More than 60 different 3D Content items...



www.3dt.it

- Travel & Culture
- Technologies
- Art & Music
- Fashion & Entertainment
- Sport & Motors

Benefits

Broadcasters, manufacturers, and content producers benefit from 3D Tile Format, and have syndicated access to a library of high-quality 3D content including documentaries on Las Vegas, the Holy Shroud of Turin, the Venice Carnival, sport events, fashion shows, and much more.

New members joining the syndication will benefit from the free exchange of 3D content among members on a reciprocity basis. The catalog of the 3D Village content library can be viewed on-line at the new 3D Village website **www.3dt.it**.

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