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## **New Products at IBC2011:**

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

Sisvel Technology will display the whole 3D chain, from 3D live shooting to home reception. Two on-set 3D cameras will shoot live from different angles. The live feed will be linked to a professional panelizer, a mixer, and an advanced encoder to allow the operator to switch online between the two cameras. At the receiving end of the 3D chain, prototypes of a set-top-box (Antik Technology) and of a TV set (Vestel) capable of decoding the 3D Tile Format will be shown.

### **About the 3D Tile Format**

Sisvel Technology's 3D Tile Format is a technology offering 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.

### **About Sisvel Technology**

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.



"The advantages of the 3D Tile Format in bandwidth efficiency, picture quality, and backwards compatibility with 2D are so strong that any broadcaster currently operating in 3D, or considering a 3D service, should definitely put Sisvel Technology at the top of the must-see list for IBC." — Paolo D'Amato, CEO of Sisvel Technology

**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)

**Sisvel Technology S.r.l.**

Via Castagnole, 59

10060 None Torinese

Italy

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