

LAS VEGAS SUN

Sisvel Technology will show live the 3DZ Tile Format at International CES 2013

Published on Wed, Jan 9, 2013 (12:08 p.m.)

Submitted by Sisvel Technology

Las Vegas, January 7, 2013 - Sisvel Technology (Booth South Hall 1 – 20818) will demonstrate how the 3DZ Tile Format revolutionizes 3D broadcasting, saving bandwidth and costs for broadcasters – while providing a glasses-free user experience.

3DZ Tile Format is a technology that enhances the performance of autostereoscopic displays. This is the latest exciting extension of the Tile Format which already offers users better definition than existing solutions, is backward compatible with 2D High Definition TV sets and offers significant advantages to broadcasters by using a single bandwidth-efficient stream. For a quick overview, [click here](#).

The 3DZ Tile Format has been designed to simplify and to improve the performance of “glasses-free” 3D televisions. The current 3D devices require the generation of a large number of intermediate images or ‘views’ sent to a special TV panel. In order to generate the intermediate views, the TV set needs a depth map, namely a numeric representation of the depth of the scene. This map is normally produced within the TV set and requires complex software. Conversely, if the map is generated at the broadcaster’s end, more sophisticated and accurate algorithms can be used reducing the cost and the complexity of the receiver. The Tile Format exploits the bottom right empty space of the composite video frame to broadcast a depth map represented as a gray scale image. The 1080p full HD frame of the 3DZ Tile Format provides the necessary information to display 3D contents in an optimized way both on stereoscopic TV (with glasses) and on autostereoscopic TV (without glasses).

Sisvel Technology will also demonstrate Cropping Rectangle technology. This enables broadcasters to transmit 3D programs that can be viewed stereoscopically on 3D television sets and simultaneously in 2D format on full HD television sets without the need for simulcasting. The booth will also showcase partners using 3D Tile Format technology: local, national and international broadcasters (Quartarete, 50canale, Europa7, VTV Broadcom, CNTV 3D channel, SES), industry partners (Vestel, Sim2, Antik Technology, Utah Scientific, CVE, BLT, Triaxes, Elecard, Dimenco, Gammared, Allied Telesis) and 3D content producers.

SIM2, one of the leading producers of high-end 3D video projectors, will also participate in the Sisvel demonstrations at International CES. A specially constructed darkroom will demonstrate the high quality of 3D Tile Format reproduced by the Mico 150 video projector.

The American marketplace is rapidly embracing 3DTV and Sisvel Technology is working diligently to provide compelling solutions to broadcasters throughout the 3D entertainment ecosystem – from chipsets, TV and set-top box manufacturers to TV and IPTV broadcasters.

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.

Editors Please Note: To request an interview with a Sisvel spokesperson or see a live demo of the 3DZ Tile Format, please contact Brianne Miller at (650) 575-7727, brianne@landispr.com. Booth 20818 South Hall 1.

####

<http://www.lasvegassun.com/community/press-releases/1627/>