

A If it can do 2D, it's 3D ready!

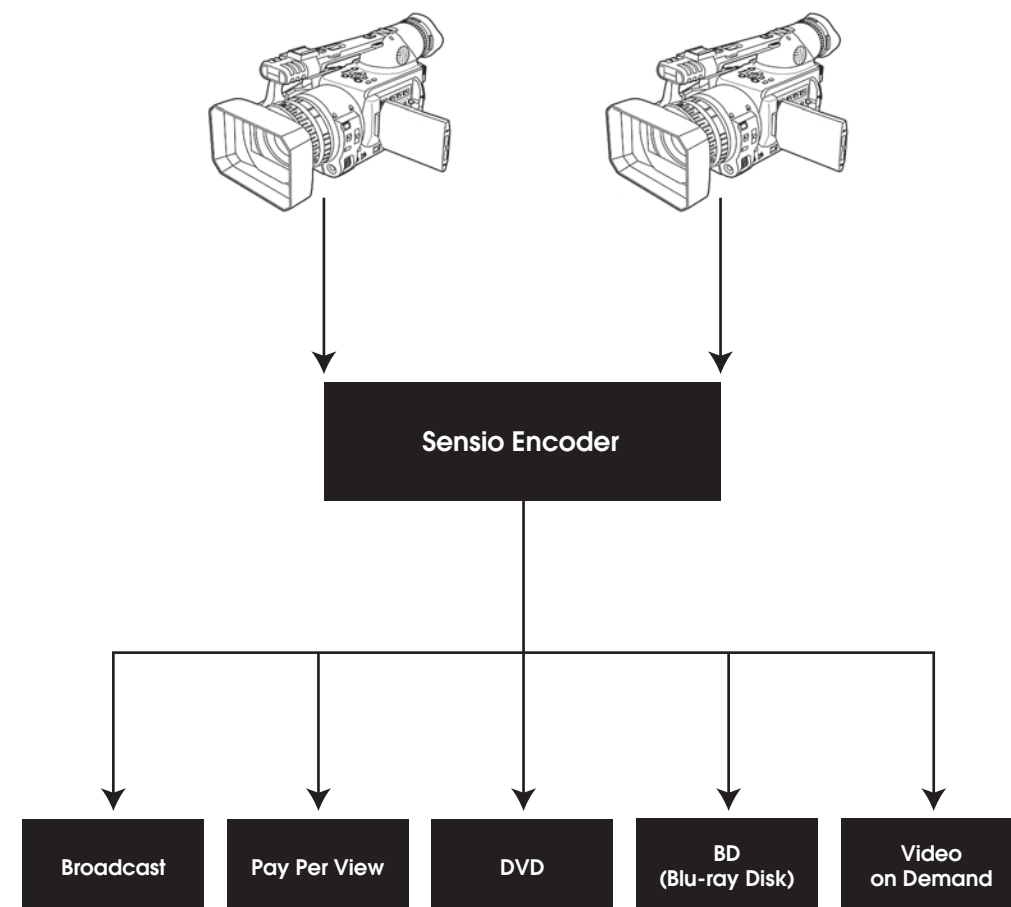
The first step for the distribution of any 3D content is to be converted into the SENSIO® 3D format which can then be sent over any conventional 2D channel without any special hardware or software modification. SENSIO® 3D is a visually lossless 2:1 stereoscopic compression format that:

Combines both eye views of a 3D movie into a single stream

Is compatible with existing distribution equipment, formats and codecs

Can be used right now for broadcast, DVD, BluRay, streaming, etc.

STEP A: ENCODING



B Powering up the 3DTV revolution!

Upon reception, SENSIO® 3D content is decoded into its two original left and right components with stunning picture quality. As 3D promises to be the next evolution of TVs, the SENSIO® 3D decoding technology is an essential part of the global solution by providing:

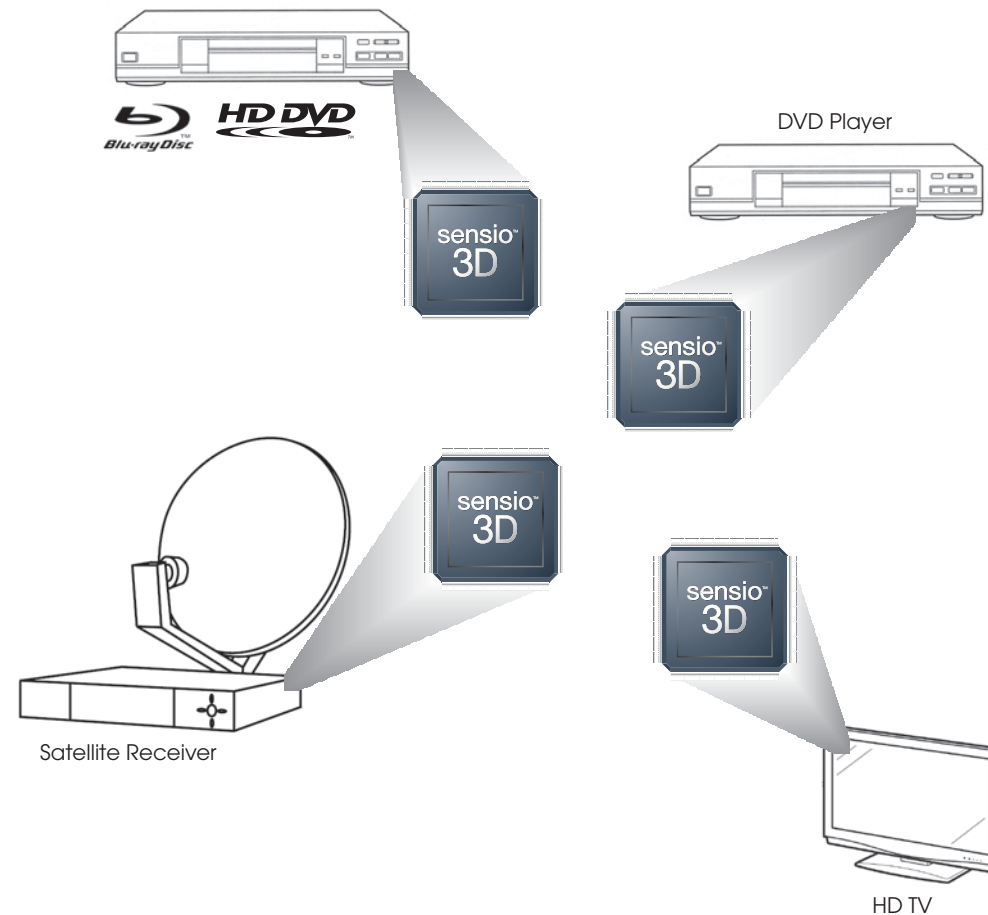
High quality, full colour 3D content at up to 1920 X 1080p resolution

A simple solution that seamlessly integrates into video products (HDTV, receivers, etc.)

A cost effective driving engine for 3D consumer product

Flexible integration options such as chip or customizable IP packages to fit all needs

STEP B: DECODING



C One format to feed them all!

Once decoded, the 3D content can be formatted for regular 2D viewing or any 3D viewing mode, compatible with all display devices. The SENSIO® 3D universal stereoscopic formatter provides major benefits to the industry such as:

Single inventory management (DVD, BluRay, etc.)

Single broadcast signal for simultaneous 2D and 3D viewing

Forward compatibility with all future 3D displays (stereoscopic)

"Plug and play" compatibility with 3D Digital Cinema systems

STEP C: FORMATTING

