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VITEC 

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VITEC Awarded Gold Medal at 2012 ITEA2 Innovation & Development Program for JEDI 3DTV Broadcast Chain Project

Innovative 3DTV coding scheme designed to lay groundwork for technology standardization, content production and consumer adoption

PARIS--(BUSINESS WIRE)--VITEC, a worldwide leader in advanced digital video solutions, announced today that it received the ITEA2 Gold Award for its contribution to the JEDI 3DTV broadcasting chain development project. As a participant in one of the most competitive and renowned technology programs in the world, VITEC applied its leading edge R&D capabilities to develop important innovations in 3DTV processing and coding. The 2012 Gold Award marks the second time in recent years that VITEC has earned this recognition.

To promote rapid in-home adoption of 3DTV, JEDI 3DTV aimed to eliminate obstacles posed by proprietary, non-interoperable equipment. It developed and piloted a unifying multiview coding scheme and 3D processing tools for video encoding, decoding and processing. A standard format helps achieve the critical market mass necessary for global entertainment content providers to produce 3D content – the key to large scale consumer adoption.

The high level innovation and cutting edge research demonstrated by VITEC during the project reflect essential company values that have placed VITEC at the forefront of the field throughout the digital video revolution. VITEC is continuing to develop innovative technologies and solutions that provide significant advantages over competitive products and enable its customers to be first-to-market and best-in-market providers of cutting edge services.

"We at VITEC are very proud of this achievement and of the recognition we have earned from ITEA2, the most respected technical experts in Europe," said Philippe Wetzel, VITEC President. "VITEC's Engineering Team is dedicated to being 'better than the best' in all we do. For VITEC, investing the expertise, resources and time it takes to be first to discover new technologies is simply business as usual, since the continued business success of our customers depends to a great extent on our constant innovation."

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About VITEC

VITEC is a worldwide leading provider of powerful digital video products that support end-to-end media solutions for Broadcast, Corporate, Education, Government, Industrial, Medical, Military, and Telco customers. By integrating world famous brands including Optibase, Focus, Proxsys, Monisys, Stradis, Extensor, and Sylon, VITEC now controls the complete video chain with professional-grade products for acquisition, encoding, processing, management, and delivery. All company and product names used herein may be trademarks and/or registered trademarks of their respective owners. © 2012 VITEC, www.vitecmm.com

Contacts

VITEC
Peer Jambor, M.Sc.
Marketing and Communications Manager
T. +49-(0)4307-8358-21
M. +49-(0)160-96807135
pjambor@como.com
<http://www.vitecmm.com/como>

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