

Annex A: Profile of 3D TV trial technology partners

1. EVERTZ

Evertz is proud to be a global leader in the design and manufacturing of audio and video infrastructure equipment for the television broadcast and film industry. In keeping with today's multi-channel, digital environment, Evertz has expanded the breadth of its high performance systems for the broadcast market and has increased its worldwide HDTV, DTV, 3Gb/s, and 3D presence.

2. Multimedia Maestro Pte Ltd

Multimedia Maestro (MM) was established in Nov 2006 with two core mandates - convention cinema setup, as well as broadcast and digital cinema workflow and backend build up. Till date, MM has enjoyed several successes. It has built up a total of 45 Hybrid screens, 40 in Indonesia and 5 in Malaysia, and now entering other overseas markets with strategic partners like BARCO projection system and Panasonic respectively.

In 2009, MM implemented 3D screens in Indonesia and assisted Singapore exhibitors to upgrade to 3D system with Xpand. MM is presently working with International System Vendor for Live 3D downlink to exhibitors for live games and events.

In channel front, MM played a critical consulting role to help Leading Asia Lifestyle channel LITV launch their new channel using new tapeless playout system. With MM's media playout experiences, it successfully launched LITV within a record timeframe of 2 months despite facing several challenges.

MM recently contracted by a local satellite operator to build, operate and transfer knowledge of technology and manpower capabilities for its broadcast play out centre. This will be the first local broadcast service playout 3D-enabled.

3. Panasonic Systems Asia Pacific

Panasonic Systems Asia Pacific (Broadcast Regional Operation Center) handles both equipment sales and solutions-based projects, involving a full range of Broadcast and Professional Audio Video Equipment in the ASEAN region (except the Philippines) and India. Panasonic's quality formats, including DVCPRO HD, P2 (Solid State Memory Devices) and Professional AVCCAM range have been widely acclaimed by professionals for their superior picture, sound quality and reliability. In 2010, Panasonic was the first in the world to launch a fully integrated Full HD 3D Professional Camera.

Visit us at www.panasonic.com.sg/broadcast for more information.

4. Ross Video Asia

Ross Video designs, manufactures and supports a wide range of innovative products for use in live production applications. Ross' award winning product line includes Vision, Vision Octane and CrossOver Video Production Switchers, openGear, RossGear and GearLite Terminal Equipment, SoftMetal Video Servers, OverDrive Production Control Systems and XPression Character Generators. Ross products are installed in over 100 countries around the world, where they are used daily by top broadcasters, production companies, sports stadiums, government agencies and houses of worship.

5. XpanD (X6D Ltd)

With manufacturing facilities in Asia, Europe and North America, XpanD's global reach has accomplished two key economic achievements: XpanD now sells over 2 million of its stylish, eco-friendly, and completely immersive X101 3D active glasses to cinemas each year; and that has enabled the company to make the 3D glasses affordable for cinema owners and home

users while providing 3D quality that was originally available only at a professional cost. XpanD has the extraordinary combination of experienced and visionary leadership, state-of-the-art technology, and economies of scale that will provide a backbone for the cinema and consumer electronics industries as they further transition into the 3D future. X6D Limited is a global company whose products and services are marketed under the XpanD brand name. XpanD was created by industry veterans in theatrical exhibition, entertainment, film production and distribution, and specialty film and digital technologies and is funded by a European investment fund. XpanD technology is used by over 3,000 3D cinemas in more than 50 countries and is the default 3D solution for post-production houses, educational and professional 3D applications. XpanD designs, manufactures and OEMs a range of consumer electronics 3D solutions