

## SBS launches pilot 3D channel

London – JVC Professional is pleased to announce that SBS has launched a pilot 3D channel in the Netherlands which will offer up to 20 hours of 3D programming per day, including material converted from 2D using the JVC **IF-2D3D1** converter.



SBS Broadcasting Group is a European broadcasting group which operates commercial television, premium pay channels and radio stations across Europe. In contrast to Sky 3D and Discovery in the United States, SBS will use footage converted from 2D into 3D alongside original 3D content.

“Some content will be up-converted, and that could be up to 12 hours a day,” Josbert van Rooijen, CTO, SBS Broadcasting Netherlands explains to TVB Europe. “We do simulcast of the 2D channel and the 3D channel. On the 3D channel, sometimes there will be a 3D version of the same programme. [In some cases] there will be separately produced 2D and 3D.”

The award winning image processor will offer SBS with a means of upgrading 2D footage into 3D. Housed in a rugged, 1RU metal cabinet and compatible with a wide range of HD formats, the IF-2D3D1 helps improve 3D workflow, whether converting archived 2D material or shooting original content in 3D. It uses unique JVC algorithms to convert 2D content to 3D in real time during a live production or in post production.

To read the full story, [click here](#).