



WBU-ISOG FORUM

November 2-3, 2010 – ASBU - TUNIS

3D Panel

Will You Stick Your Neck Out for 3D ?



Genesis: Global Transmission Network Services

- Leading the Technology Evolution to Video over IP
 - Flexible & Scalable
 - Supports all Broadcast Standards, including High Definition
- Global Fiber-based IP Backbone network
 - Sonet reliability; Ethernet resiliency
 - Guaranteed Quality of Service
- 225 On-net POPs, 70 Cities
 - Global Fiber Availability Provides Favorable Environment for Expansion



The Network

Fiber based network solutions supplemented with Satellite transmission services to fit customized solutions for every need.

- Supports wide range of Video Standards
 - **Standard Definition**
 - MPEG-2 from 1.5Mbps to 50Mbps – 4:2:0, 4:2:2
 - MPEG-4 or Windows Media from 256Kbps up to 20Mbps
 - **High Definition**
 - MPEG-2 from 10Mbps to 80Mbps
 - MPEG-4 or Windows Media from 6Mbps to 20Mbps
 - JPEG 2000 for loss-less compression at very high bitrates
- All Standards PAL, NTSC, Analog, Digital, DVB-ASI



Global Satellite Partnerships & Connectivity

- **Strategic Teleports**
- **DTH Platforms Satellite and Cable Distribution**
- **Occasional Use Capabilities 24/7 Booking Platform**
- **Video Switching Hubs (BT Tower, Serte....)**
- **News locations (UN, EU, NYSE,...)**





Sport Event Coverage Standard & High Definition





Over 200 points of Presence Worldwide



GENESIS

NETWORKS™

Transcending Transmission.



How Genesis is coping with 3 D ?



- Genesis has provided 3D transport for The US Open, The World Cup, and Championship Golf in Augusta Georgia.
- Genesis has not been requested to decimate/rescale separate Right Eye/Left Eye images, this has been handled upstream by the production teams.
- Genesis has always been handed a horizontally scaled L/R signal via a single HD-SDI stream, or as a pre encoded ASI stream.
- Genesis typically has handed off all HD streams to the far end in ASI



- Genesis has utilized so far the Ateame CM4101 HD Encoder to encode and transmit these signals via the Genesis IP network.
- For the reasons described above, 3D encoding and transport is currently handled by Genesis in a very similar fashion to standard HD-SDI.
- Not being required yet to transport two HD signals(one for each eye) both reduces the hardware/bandwidth costs by nearly half, and also allows the use of existing non 3D compression and infrastructure.

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So, Will You Stick Your Neck Out for 3D ?



- While it is an enticing and compelling technology, the fate of 3D is still yet to be determined. There is plenty of momentum from the consumer electronics industry and well as the production community.
- From a transmission provider perspective, Global Crossing / Genesis is ready and capable to support 3D, both in allocating bandwidth and supporting the various methods of encoding and transport.
- However the only thing that really matters is consumer adoption
- Compared to the jump from SD to HD, 3D does not seem to attract consumers but... that is still early to tell. .



Thank you...