

## Switching Between 2D and 3D

Written by Bob Snyder  
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**It's not exactly the twist known as "poacher-turned-gamekeeper."**

**But there is a twist here...maybe it's more like gamekeeper-turned-big game hunter.**

Sisvel is the Italian company that has grown rapidly as the enforcer, the guardian of other people's intellectual property. Sisvel protects MPEG Audio patents, DVB-T, DECT, CDMA2000 and other very famous technologies. In fact, Sisvel is probably Europe's leader in clamping down on IP pirates and getting companies to ante up and join in.

Remember that year (2008) when exhibitors at big German shows like IFA were tossed for IP violations. That's Sisvel during a good day at the office.

Apparently Sisvel is no longer content just to collect and protect the patent pools of others. With Rome company 3DSwitch, Sisvel showed up at CeBIT as an owner and developer of 3D technology and wants to entice the industry with its stereoscopic offerings.

Their new technology allows the screen to sense whether the viewer is watching 2D or 3D, an interesting area of customer experience. Suppose you are watching in 2D and want to throw on glasses and view in 3D. Faster than you can say "Do you own the patent?" the TV can switch over to your choice.

Sisvel and 3DSwitch are also doing more stuff in 3D and you can bet it's all patented. And don't try to use the expression "**3D READY.**" And, yes, they do own it....

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