

# Mobile 3DTV Content Delivery Optimization over DVB-H System

## Fact Sheet

### Project Information

**MOBILE3DTV**

Funded under  
FP7-ICT

Mobile3DTV

Overall budget  
€ 3 191 404

Grant agreement ID: 216503

EU contribution  
€ 2 433 864

[Project website](#) 

Status  
Closed project

Coordinated by  
**TUOTEKEHITYS OY TAMLINK**  
 Finland

Start date  
1 January 2008

End date  
31 March 2011



## Project description

### Networked Media

The MOBILE3DTV project aims at developing core elements of the next generation of mobile 3D television (3DTV). The project scenario assumes that stereoscopic video is captured and converted to a proper content format, then compressed, encapsulated, and broadcast to a large audience of mobile users, whose terminal devices receive, decode, and display the 3D content. Building upon two established technologies, namely the European DVB-H standard and auto-stereoscopic displays, the consortium will develop optimal mobile 3DTV data format and the associated content creation methods. Novel stereo video codecs, suitable for the robust delivery over the error-prone broadcasting channel, will be developed in the project. Resilience to transmission errors and concealment of degradations due to packet-

loss, compression or stereoscopic artefacts will be investigated and optimized in terms of the quality perceived by user. Perceptual quality metrics will be developed in order to support the objective assessment of user satisfaction of the visualized 3DTV content. Advanced computational imagery algorithms for visual quality enhancement will be developed for both encoder and decoder side aiming to ensure the best possible visual experience for an acceptable computational effort. A prototype handheld device will be designed to receive, decode, and play stereoscopic video-streams. It will be used as the terminal device of a complete end-to-end mobile 3DTV system to be setup within the project in order to demonstrate the feasibility of delivering mobile 3DTV content over a real DVB-H channel. The resulting mobile 3DTV technology will have the potential to become widely available to consumers for 3D-content delivery. This is expected to strengthen the leading role of Europe in introducing novel media technologies and to generate new and sustainable market opportunities for European hardware manufacturers, software developers and content producers.

## Field of science

/social sciences/economics and business/business and management/commerce  
/humanities/arts/modern and contemporary art/radio and television  
/natural sciences/computer and information sciences/software

## Programme(s)

## Topic(s)

## Call for proposal

FP7-ICT-2007-1

## Funding Scheme

CP - Collaborative project (generic)

## Coordinator



**TUOTEKEHITYS OY TAMLINK**

Address

**Hermiankatu 6  
33720 Tampere**

Activity type

**Private for-profit entities  
(excluding Higher or**

EU contribution

**€ 161 135**

[Contact the organisation](#) 

Administrative Contact

**Anneli Korpelainen (Mrs)**

## Participants (6)

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### MM SOLUTIONS AD

 Bulgaria

EU contribution

**€ 440 150**

Address

Activity type

**Ul. Tintiava 15-17  
1113 Sofia**

**Private for-profit entities  
(excluding Higher or  
Secondary Education  
Establishments)**

[Contact the organisation](#) 

Administrative Contact

**Mariela Trizlova (Ms)**



### TECHNISCHE UNIVERSITAET ILMENAU

 Germany

EU contribution

**€ 323 480**

Address

Activity type

**Ehrenbergstrasse 29  
98693 Ilmenau**

**Higher or Secondary  
Education Establishments**

[Website](#) 

[Contact the organisation](#) 

Administrative Contact

**Thomas Mirow (Mr.)**



### FRAUNHOFER GESELLSCHAFT ZUR FOERDERUNG DER ANGEWANDTEN FORSCHUNG E.V.

 Germany

EU contribution

**€ 662 702**

Address

**Hansastrasse 27C  
80686 Munchen**

[Website](#)

Activity type

**Research Organisations**

[Contact the organisation](#)

Administrative Contact

**Andrea Zeumann (Ms)**

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**TTY-SAATIO**

**+ Finland**

EU contribution

**€ 0**

Address

**Korkeakoulunkatu 10  
33720 Tampere**

[Website](#)

Activity type

**Higher or Secondary  
Education Establishments**

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Administrative Contact

**Tiina Äijälä (Ms.)**

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**TAMPEREEN TEKNILLINEN YLIOPISTO**

**+ Finland**

EU contribution

**€ 635 597**

Address

**Korkeakoulunkatu 10  
33720 Tampere**

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Activity type

**Higher or Secondary  
Education Establishments**

Administrative Contact

**Tiina Äijälä (Ms)**

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**MIDDLE EAST TECHNICAL UNIVERSITY**

**🇹🇷 Turkey**

EU contribution

**€ 210 800**

Address

**Dumlupinar Bulvari 1  
06800 Ankara**

Activity type

**Higher or Secondary  
Education Establishments**

[Website](#) 

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Administrative Contact

**Canan Cilingir (Prof)**

**Last update:** 19 April 2017

**Record number:** 85345

**Permalink:** <https://cordis.europa.eu/project/id/216503/>

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