

### Blogs



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### News Release

## Collaboration between Nordija and AirTies delivers first 3D TV user interface to be previewed at IBC

**Released:** 10th September 2010  
**Publisher:** edat Marketing

**Istanbul, Turkey and Kongens Lyngby, Denmark, 10th September 2010** - AirTies (<http://www.gobacktv.com/>), the innovative wireless home networking and IPTV set top box vendor, and Nordija A/S (<http://www.nordija.com/>), the widget-based IPTV solution provider, today announced that they have jointly developed a 3D TV user interface (UI) to be previewed for the first time at IBC using the Nordija middleware, fokusOn IPTVWidget and the AirTies set top box.

The new integrated solution enables the AirTies set top box to be switched into a 3D user interface mode in which graphics are rendered on top of 3D video giving a genuine 3D effect. The Nordija middleware allows viewers to seamlessly switch between 3D and 2D content without interrupting the viewing experience.

Nordija and AirTies announced a strategic partnership in August 2009 for joint R&D and sales, after the Scandinavian middleware provider chose the Air 7120 STB for its performance and strong graphics capabilities. "When we took the idea for the 3D UI to AirTies they quickly adopted the concept and together we refined a prototype over a couple of intensive weeks. We are happy to be able to collaborate at this level with them which continues to strengthen our partnership," states CEO of Nordija, Thomas Christensen.

Bulent Celebi, CEO, AirTies, added, "We see many opportunities for us in a partnership with Nordija where innovation happens on both sides of the fence. We have many more exciting features that will come out over the next quarter which have been born out of the synergistic and productive partnership that has developed between the two companies".

Both AirTies and Nordija will be demonstrating the 3D enabled fokusOn widget platform at IBC 2010, September 10-14, 2010, at the RAI Amsterdam. Nordija in Hall 9, booth IP502 and AirTies in Hall 5, booth B41.

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