

Press release

Telenet signs research contract with K.U.Leuven

Focus on the impact of 3D television and the viewing experience

Mechelen, 2 August 2010 - Telenet has today signed a three-year research contract with the Laboratory for Neurophysiology and Psychophysiology of the K.U.Leuven Medical School. Together with the K.U.Leuven, the Mechelen-based company is planning to examine the impact of 3D (television) images on the human brain. The research project, under the leadership of Professor Guy Orban, will focus in particular on the neural processing of 3D images in the human brain using functional imaging. The cooperation between Telenet and the Katholieke Universiteit Leuven (Catholic University of Louvain) was established in the context of the “Digital Wave 2015” plan, an innovation programme launched by Telenet to help Flanders maintain its pioneering role in an environment that is very quickly turning digital.

“3D is the new (r)evolution in the world of television”, emphasises Jan Vorstermans, Executive Vice President for Technology & Solutions at Telenet. “Our company carries out research on the impact of TV innovations - such as 3D television - on the viewing experience of our customers within the context of “Digital Wave 2015”. For Telenet, it is not only important to know how the customer reacts to new television products in commercial terms. The way in which viewers process 3D images, and the influence of 3D on the general viewing experience are equally relevant when outlining new digital plans. In addition, Telenet also considers it essential to clearly assess how sustainable and how responsible new products are. The K.U.Leuven Medical School research relating to 3D perfectly matches our own research and tests. We are therefore very happy that we can cooperate with an academic authority such as Professor Orban and his team”.

Professor Orban and his team are world leaders in research on the neural mechanisms of visual 3D shape processing. “We have discovered the gradient neurons that extract this 3D shape from the flow of visual information reaching the brain from both eyes”, says Professor Orban of the K.U.Leuven Medical School. “We have been able to identify the areas where these neurons are situated in the human brain using functional imaging. In the current project, we are investigating how this information is used in order to perceive actions in 3D. We are also examining how these processes differ when we look at real actions compared to looking at 3D video images of these actions. In concrete terms we can, for example, compare the experience of being present at a football match to watching the same football match on the new digital 3D TV”.

The cooperation contract between Telenet and the K.U.Leuven spans a period of three years. Both parties are entitled to use the results of user tests and field tests.

About Telenet: Telenet is a leading provider of broadband cable services in Belgium. Telenet focuses on the provision of cable television, high-speed Internet and telephony services, primarily to residential customers in Flanders and Brussels. In addition, the company also provides services to companies in Belgium and Luxemburg under the brand name Telenet Solutions. Telenet is listed on Euronext Brussels under ticker symbol TNET. More information is available under: www.telenet.be

About K.U.Leuven: The K.U.Leuven, founded in 1425, is the largest university in Belgium. As a leading European research university, it offers numerous academic programmes in Dutch and English, fuelled by interdisciplinary research at a high international level, both at the university itself and at its university hospitals. More than 6,000 researchers from more than 120 countries concentrate on curiosity-driven and ground-breaking strategic research, as well as targeted and demand-driven research. The interaction with external partners is very intensive. The K.U.Leuven offers three-year Bachelor and one or two-year Master programmes in virtually all scientific disciplines. Doctoral Schools organise the international PhD programmes for almost 3,500 Master students. www.kuleuven.be

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