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Interest Growing in 3D Video

Feb 24, 2009

Stephen Silver



3D imaging technology has had many starts and stops, but HumanEyes may have created a way to true 3D mainstream applications.

The more consumers use 3D technology, the more they want additional options. That's according to a study released late last week by the Consumer Electronics Association, along with USC's Entertainment and Technology Center.

According to the study, called the "3-D TV: Where Are We Now and Where Are Consumers," 41 million adults in the U.S. saw a movie in 3D in the theater in the last year, and close to 40 percent said they would rather see a movie in 3D than in standard two dimensions. And the next frontier for 3D is the home market.

"Movie studios and broadcasters are experimenting with 3-D and continue to search for ways to bring the technology into consumers' living rooms," the Center's CEO and executive director, David Wertheimer, said as part of the announcement. "In the past few weeks alone, we've seen college football's national championship game, multiple Super Bowl commercials and an hour-long TV show, all broadcast in 3-D. Interest in 3-D is growing, and consumers and content providers are both interested in seeing 3-D migrate into the home."

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John Fraiser
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