

### Study: 3-D Will Catch On if Given Chance

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Much like a dangerous drug addiction, all it takes for people to get into 3-D is a small taste, according to a new joint study by the Consumer Electronics Association (CEA) and the Entertainment and Technology Center at the University of Southern California (ETC@UTC).

The study — 3-D TV: Where Are We Now and Where Are Consumers — found that of the estimated 41 million American adults to see a 3-D movie in theaters, about 40% said they would rather watch a movie in 3-D if it's offered. That's compared to only 23% who expressed interest in 3-D over 2-D when they had not seen a 3-D movie in the past year.

"When it comes to current 3-D technology, seeing truly is believing," said Shawn DuBravac, director of research for CES. "Today's 3-D offerings are changing the way consumers view video content, not unlike the early days of high-definition television, which redefined TV as we know it today."

For the home, the report found 16% of consumers are interested in 3-D movies or TV shows, and 14% are interested in 3-D video games. More than 26 million United States homes are interested in having 3-D available from the couch, and more than half said the need for 3-D glasses wouldn't get in the way of them buying a 3-D display.

"Movie studios and broadcasters are experimenting with 3-D and continue to search for ways to bring the technology into consumers' living rooms," said David Wertheimer, CEO and executive director of ETC@USC. "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."

For more information about the report, visit [CE.org](http://CE.org).

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