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Posted by Dennis Sellers ■ Mar 2, 2009 at 7:00am

I have seen the future—and it's in 3D. Well, okay, I haven't, but the Consumer Electronics Association (CEA) and the the Entertainment and Technology Center at the University of Southern California says they have. And the groups says that the more experience people have with 3D technology, the more interested they are in having more 3-D options, according to a new joint study.



As with many successful technologies, such as HDTV, interest in 3D increases as consumers experience it first-hand. In the past 12 months, nearly 41 million U.S. adults report having seen a 3D movie in theaters. Of those, nearly forty percent say they would prefer to watch a movie in 3D than that same movie in 2-D. That's compared to just 23 percent who have not seen a 3D movie in the past 12 months.

"When it comes to current 3D technology, seeing truly is believing," says Shawn DuBravac, CEA's economist and director of research. "Today's 3D 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."

The study also found that today's 3D technology is positioned to move into the home and is becoming a major purchasing factor of TV sets. Sixteen percent of consumers are interested in watching 3D movies or television shows in their home, while 14 percent are interested in playing 3D video games. All told, more than 26 million households are interested in having a 3D content experience in their own home. More than half of U.S. adults said having to wear special glasses or hold their heads still while watching a 3D TV would have no impact on them purchasing a 3-D set for their home. New 3D display technology that would require no special glasses was unveiled at the 2009 International CES, produced by CEA.

Another driver for purchasing a 3D capable set is content. Nearly 30 percent of U.S. adults said having access to 3D content though cable, satellite, fiber-optics or over-the-air broadcasts would positively impact their decision to buy a 3-D capable TV.

"Movie studios and broadcasters are experimenting with 3D and continue to search for ways to bring the technology into consumers' living rooms," says David Wertheimer, CEO and executive director of the Entertainment and Technology Center at 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 3D. Interest in 3D is growing, and consumers and

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Dennis has been a newspaper editor/reporter (seven years) and teacher (seven years). He has over 4,000 magazine,

newspaper and online articles to his credit. He has also covered the Mac and tech industries for over a decade for such online publications as MacCentral, MacMinute and now MacsimNews.

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content providers are both interested in seeing 3D migrate into the home.”

The study also found that consumers were willing to pay more for a 3D experience. Nearly half indicated they were willing to spend more for a television capable of displaying 3D content. In fact, 15 percent of consumers said they would spend roughly 25 percent for such a TV. The parallels between 3D and other successful technologies like HDTV suggest great potential for 3D in the home.

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