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News

Consumers Undeterred By Necessity to Wear Glasses for 3D Television, Movie Experience – Research.

Buzz About 3D Television and Movies Is Rising

[04/21/2009 01:18 PM]
by [Anton Shilov](#)

Wearing anaglyph or shutter glasses for stereoscopic 3D experience is hardly comfortably for many, but a research presented at Digital Cinema Summit show that those, who has once tried 3D movies or television would wear some kind of glasses in order to enrich experience again. Moreover, consumer electronics makers as well as content providers are interested in stereo 3D, even if the experience is not ideal.

A research carried out by Entertainment [Technology Center](#) shows that half of consumers who have never seen a 3D movie would pay extra for a 3D TV-set, among those, who have seen a 3D movie, about 60% would pay extra. Moreover, the ETC research shows consumers, who have seen recent 3D movies, are undeterred by the prospect of wearing glasses at home to watch 3D, reports [Variety](#) web-site. However, in order to convince people to invest into 3D, content and electronics makers have to show benefits to the masses as soon as possible.

"If we don't show visible progress now (on 3D in the home), this momentum could die and move into a niche environment," said Phil Lelyveld, a strategy adviser for the Entertainment Technology Center.

Panasonic has been working on 3D Blu-ray format that would require users to wear shutter glasses and use 120Hz television. Nvidia Corp.'s 3D Vision technology also uses shutter glasses and 120Hz displays. However, there is also stereo 3D tech that uses circularly polarized light to produce stereoscopic images developed by Real D Cinema which requires special projector and glasses. Moreover, there are [other methods](#) for creating stereo 3D images using combinations of special monitors and glasses that are proprietary and hard to implement.

To make the matters even more complex, a co-founder of Real D claimed that anaglyph red/blue glasses would be more suitable for the mass market and was a "necessary evil" to show stereo 3D to the masses since it does not require a heavy investment from the consumer. However, anaglyph glasses do not provide as quality experience as shutter glasses.

"I would call anaglyph a necessary evil right now. For people who have never seen 3D, it's kind of like the gateway drug. It lets you know there's a possibility," said Josh Greer of Real D.

There will be a discrete stereoscopic 3D Techzone at the 2010 Consumer Electronics Show to display 3D home electronics, the media report claims. However, without a proper across-the-industry standard the 3D television will hardly take off despite the buzz among high-ranking executives.

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