


3D TV Source

NAB 2010: Panasonic Joins 3D Project at the Entertainment Technology Center @ USC

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Panasonic announced at NAB 2010 that it is joining a consumer-oriented 3D project at the Entertainment Technology Center @ USC, which is part of USC's School of Cinematic Arts. The goal of the ETC 3D Project is to continually evaluate everything related to 3D in an effort to provide insights to content providers and, in the end, hopefully make 3D better for the consumers.

More details about the 3D Project and Panasonic's involvement can be found in the press release below.

Panasonic Press Release

LAS VEGAS—(BUSINESS WIRE)—The [Entertainment Technology Center @ USC](http://www.etccenter.org), (ETC@USC) (www.etccenter.org), a non-profit consortium that brings together top entertainment and consumer electronics companies to listen to and evaluate consumer mindshare towards future technologies, is pleased to announce that Panasonic has joined the ETC@USC as a 3D Project sponsor. ETC's ongoing 3D Project is looking at all things related to 3D, including the challenges faced when selling 3D products, guidelines for producing and displaying comfortable stereoscopic imagery,

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opportunities for marketing and advertising in 3D, education and demonstrations for the creative, equipment and retail industries, and more.

"It goes without saying that 3D is here to stay, in the theater, in the home, and in special venues everywhere. Through its many 3D-related projects and initiatives, the ETC@USC has played a key role in fostering an on-going dialogue about the best approach to furthering the success of 3D across many platforms," said Eisuke Tsuyuzaki, chief technology officer for Panasonic Corporation of North America. "For this and numerous other reasons, we are pleased to join the ETC@USC's efforts to further the success of 3D."

Panasonic's sponsorship will contribute significantly to the Center's 3D initiatives, including its Consumer 3D Experience Lab and a number of research and industry education efforts. Among these, Panasonic's participation will help ETC undertake research studies that further explore human factors issues related to viewing 3DTV and the impact of stereoscopic technologies as they relate to the human visual system. The results of this work will be shared with the content creation community to provide insights and guidelines as it continues to produce immersive and visually comfortable 3D content.

In addition, Panasonic will participate in ETC@USC's other initiatives, including acquiring consumer feedback on 3D products in ETC's 3D Lab and research on consumer 3D product and service adoption.

"We welcome Panasonic to the ETC@USC as a 3D Project sponsor. As the consumer demand for 3D content becomes greater, content producers and CE manufacturers are going to be faced with many difficult questions about the future of this burgeoning industry. With the help of active participation from sponsors like Panasonic, the ETC@USC will continue to help address the questions facing this industry," said David Wertheimer, CEO and executive director of the Entertainment Technology Center @ USC.

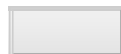
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