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Content is King for 3D

CEA study says interest in 3D TV is driven largely by access to 3D content

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What will drive eventual adoption of at-home 3D technology? According to a study released this week, it's content, content, content.

According to the "3D in the Home: Who, What, When, and Where" study released Thursday by the Consumer Electronics Association -along with the Entertainment and Technology Center (ETC) at the University of Southern California - 67 percent of respondents who plan to purchase a 3D-enabled TV in the next three years said they are more likely to buy one if they can receive 3D TV programming, whether through cable, satellite or other service providers.

Consumers experience 3D for the home, firsthand

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Also in the survey, 65 percent of users expressed interest in watching 3D movies at home, 36 percent in 3D gaming and 33 percent standard TV shows.

"2010 will be an important year for 3D in the home, with 3D-enabled sets on store shelves today and content continuing to evolve and expand," CEA chief economist and researcher Shawn DuBravac said as part of the announcement. "3D content in the home shows potential as 3D-specific cable channels continue to be announced and more movies and sporting events are slated to be transmitted in 3D in the coming months."

"Consumers who have seen digital 3D know that the current state of the art is unlike any 3D they have seen in the past," David Wertheimer, CEO and executive director of the Entertainment and Technology Center, said. "It's no surprise, given the choice, consumers want a high-definition 3D experience in their home. However, broad availability of 3D content is critical to mass adoption."

The study can be purchased at <http://mycea.CE.org>.

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