

## Group looks to promote 3D in the home

**D**riven by the success of 3D in digital cinema, a new alliance has been formed aimed at speeding the adoption of 3D entertainment in the home. The 3D@Home Consortium is a non-profit alliance of high-tech firms to provide consumers with affordable in-home 3D entertainment.

To achieve this objective, the group is focused on three primary short-term goals, consisting of creating and publishing technical roadmaps, developing educational materials for consumer and retail channels; and facilitating the development of industry standards and their dissemination.

The 22 international founding members of the Consortium were revealed at an opening meeting during the NAB conference and include board level members Philips and Samsung, leadership level member Walt Disney Studios Home Entertainment, and 19

other members including Thomson, IMAX, TDVision, Corning, Quantum Data and Universal Studios Home Entertainment among others.

"This strong international group of founding companies is a testament to the wide spread interest and possibilities in stereoscopic 3D home entertainment," said US Display Consortium (USDC) CEO Michael Ciesinski. "We expect many more to join in the coming months with our efforts to help speed adoption of 3D in the home to begin immediately."

The group said it aims to work with companies across the 3D technology chain. It said an entire new ecosystem is forming to develop the hardware, software, content and delivery mechanisms to bring 3D entertainment into the home. It further claims that millions of TVs capable of

showing stereoscopic 3D content will be purchased by consumers in 2008.

According to the alliance, the value of DLP, PDP and LCD TVs sold in 2008 that are capable of showing HD-quality stereoscopic 3D content is expected to exceed \$2 billion, making it large enough to attract the interest and attention of many players.

More information can be found at [www.3DatHome.org](http://www.3DatHome.org)



## European SDV "two to three years away" - Motorola CTO

**D**avid Keeley, Motorola's CTO for EMEA, said the vendor was talking to all major European MSOs to move their long tail content onto switched digital video. However, Keeley believes that SDV is "two to three years away from the European market" with major moves not expected until the next decade.

He pointed to the fact that only now are we seeing the first deployments of SDV

among US operators - among them Comcast, Time Warner and Cox - despite the fact the technology has been ingrained in their consciousness for several years.

CSI was told by one vendor at the Cable Congress that Telenet is thought to be trialling SDV, but this is unconfirmed.

At our roundtable, UPC's CTO Eric Lennon said the view his company has on SDV is that it's a good fit to consider putting in a

place where UPC already has an on-demand infrastructure in place because of the point-to-point type of services. "It's something that would come and be an upgrade path of our VoD platforms, perhaps to start offering all our services as well as curing the bandwidth problem. But we don't see a pressing need to cure our bandwidth issue so we're not testing the technology in the field at the moment," he said.

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