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## 3D moves to centre stage

2009 looks set to be the year for 3D, a reality that was apparent across the breadth of last week's CES show, with many key players in the industry pulling out all the stops to showcase their 3D capabilities.

With a myriad of competing technologies and 3D concepts out there, Futuresource Consulting is excited to announce the launch of a new market report outlining opportunities and challenges for 3D in cinema, broadcasting, TV display equipment, gaming, video content delivery and the outdoor advertising and digital signage industries.

Hollywood's ultimate goal is to bring 3D into people's homes to fully maximise this revenue stream, as only 25-30% of the revenues a studio earns from a blockbuster film come from the box office.

“Crucially, much of the backbone technology has arrived and is already in many people's homes, without them even realising it,” says Sarah Carroll, Director Strategy Consulting & Continuous Services, Futuresource Consulting. “Within the next five to ten years we're going to see 3D prevalent across the home entertainment industry, with 3D technologies increasingly installed in households.”

Consumer 3D TV displays are available to view with and without glasses; however, issues still remain regarding quality of image, viewing experience when wearing glasses and price - though many '2D' displays currently installed in consumers' homes are already capable of displaying 3D content if connected to a suitable 3D feed.

“Despite the technical and standards issues that still need to be resolved, there is a lot of excitement regarding the potential for 3D from the broadcast industry, consumer and professional electronics sectors, gaming and advertising industries, optical disc replicators and the retail trade, as well as Hollywood,” says Carroll. “Here at Futuresource we're taking an holistic approach, examining the global opportunities and also putting them within the context of the prevailing economic downturn. In particular, research has shown that unfavourable market conditions are more likely to influence consumers to retreat into their living rooms.”

With a roadmap stretching out over the next ten to fifteen years, the new strategic 3D report from Futuresource will examine current usage of 3D technology in consumer

applications, assess the technologies and standards that are being developed and quantify the market potential for the hardware, software and service industries, both now and as this enthralling technology penetrates the living room.

## **Diary Date**

Driving Digital Content, 4-5 June 2009, London, UK

Focusing on the business opportunities presented by the continued rise of digital content delivery. Find out more at [www.futuresource-consulting.com](http://www.futuresource-consulting.com).

## **Notes**

Futuresource Consulting is a specialist research and knowledge-based consulting company, formed in June 2008 through a merger between Understanding & Solutions and Decision Tree Consulting (DTC). With more than 30 years' heritage, Futuresource provides its clients with expertise in consumer electronics, digital imaging, entertainment media, broadcast, optical manufacturing, storage media and IT.

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