Written by Bob Snyder
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Dolby is talking with content providers about encoding its digital 3D technology into Blu-ray movies. Dolby is already a player in digital 3D cinema, now used on more than 400 screens in 24 countries.

Dolby's home 3D technology is designed so viewers would not be required to buy additional hardware. It would work on any 3D enabled TV(like Mitsubishi and Samsung) with a standard Blu-ray player.

Most 3D entertainment requires the use of glasses, but Dolby says its technology would support any glasses the TV maker specifies.

Home 3D so far lacks a unifying tech standard. Society of Motion Picture and Television Engineers (SMPTE), the Blu-ray Disc Association (BDA) and the Consumer Electronics Association (CEA) are working on ways to help standardize 3D home entertainment.

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