

## Consortium Wants to Takes 3D Home

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The U.S. Display Consortium (USDC) and Insight Media announce 3D@Home Consortium, a non-profit alliance to speed the commercialization of 3D home entertainment. The 22 international founding members of the Consortium were revealed at an opening meeting during NAB and include Disney, Philips and Samsung.

Driven by the success of 3D in digital cinema, an entire new ecosystem is forming to develop the hardware, software, content and delivery mechanisms to bring 3D entertainment into the home. They hope to include 3D gaming, sports, movies and other entertainment.

The intent is to run four steering teams (ST1-ST4):

ST1 for 3D Content Creation and Production with high priority as 3D Content Creation (quality vs. quantity) and as mastering 3D content for the home vs. cinema.

ST2: 3D Content Storage, Transmission & Distribution with high priority as file formats, compression, transmission and liaison with standards bodies and other consortia, (requesting actions as determined) e.g. DCI, MPEG, SMPTE, IEEE, 3D Consortium, 3D4YOU, 3DIDA and others

ST3: 3D Promotion with high priority as the common naming conventions and vocabulary - industry level

ST4: 3D Displays with high priority 3D display quality metrics - ghosting, dimensionalization, brightness, etc.

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