Lessons From The Introduction of HDTV for 3-D TV

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Has it been tried before?

If so, what was the reaction?
HDTD = better resolution and bigger picture
Sam Worthington plays Jake in James Cameron's "Avatar."
3-D Timeline

When was 3-D introduced?
• 1830 Charles Wheatstone creates the reflecting mirror stereoscope
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1936

'Audioscopiks'
Released
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• 1952 “Bwana Devil” a 3-D feature length film is released
• 1953 “It Came From Outer Space”

• 1969 “The Stewardesses,”

• 1974 “Andy Wharhol’s Frankenstein”

• 1983 “Amityville 3-D”

• 1991 “Muppet*Vision”

• 2004 “Polar Express”

• 2010 “Avatar”
The world's **FIRST FEATURE LENGTH** motion picture in **3 DIMENSION**

A LION in your lap!

Arch Oboler's

**BWANA DEVIL**

A LOVER in your arms!

in **THRILLING COLOR**

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ADVENTURES INTO THE FUTURE

MOON MONSTERS
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AGAINST EARTH!

ROBOT MONSTER
3D IN TRU-Stereo DIMENSION

HOW CAN SCIENCE MEET THE MENACE OF ASTRAL ASSASSINS?
NEW SCIENCE-FICTION THRILLS!

with GEORGE NADER
CLAUDIA BARRETT
Produced by AL ZIMBALIST
RELEASED THRU ASTOR PICTURES CORP.
JAWS 3-D

REACHING NEW DEPTHS OF TERROR.
Be cautious about forecasts
### Projected Growth Of HDTV In 1992

**Projected Penetration of HDTV in US Households**

<table>
<thead>
<tr>
<th>Group Making Projections</th>
<th>Year</th>
<th>Projected Penetration</th>
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<tr>
<td>NTIA</td>
<td>1997</td>
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<tr>
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<tr>
<td></td>
<td>2003</td>
<td>6</td>
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</tbody>
</table>
Sometimes it’s better to be second
HDTV in Japan - Brief History

1964  NHK launches study of next-generation TV
1970  HDTV development begins
1984  Development of MUSE system
1985  First experimental broadcast of MUSE
1989  Regular test broadcasting of HDTV begins
1996  Live coverage of Atlanta Olympics
2000  HDTV from Shuttle Atlantis
2000  (Dec) Start of digital Hi-Vision broadcasting

Source: Hi-Vision
People have to see it before they’ll buy it
2001 Ad for HDTV

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38" High Definition Wide-screen

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$2999.99

38" High Definition monitor-receiver is fully integrated with a built-in HDTV decoder that lets you receive HDTV broadcast signals on a breathtaking 16:9 widescreen 1080i display. With 3D Y/C digital comb filter, on-screen menu system, Dolby Digital sound, advanced 2-tuner P-P-P, 5 sets of AV inputs & backlit remote. (Direct TV capable with optional dish.)

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Ultra-compact 3.34 megapixel dig 3x optical zoom, 1.5" LCD, MPEG 1 Stick™, MPEGCab and USB, 364517 "US"
TV “parties” and group viewing can build interest
Does it disrupt the household?
"It keeps it out of sight when we're not watching it."
Are there important demographic differences in who likes it?
“To tell you the truth, I don’t see much difference between programs in HD and programs that are not in HD.”

- Female, 35
Keep the technology and user interface simple
It generally takes longer than you might think to ‘take off.’
What is the window of opportunity before the next technology comes along?
Holographic TV
What types of content work well in the new technology?
Where will content come from?
HDTV
Sources of Content for 3-D TV

- Sports
- New 3-D Movies
- Old 3-D Movies
- 3-D Videogames
- Upconverted 2-D TV Shows
- Upconverted 2-D Movies
- New 3-D TV Shows
- Other ???
Thank you