

Overview of the 3D @ Home Consortium



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President, Insight Media

Board member, 3D@Home Consortium

- To speed the commercialization of 3D into homes worldwide
- To provide the best possible viewing experience by facilitating
 - Development of standards & roadmaps
- Education for the entire 3D industry
 - From content, hardware and software providers to consumers

Why We're Needed

- There is a clear need for an industry resource that can provide basic, unbiased information
- There is a need to remove roadblocks to speed commercialization of 3D to the home
- There is a need to facilitate communication of technical and business information throughout the industry

Board Level Members



Leadership Level Member



Basic Level Members



- Currently have 41 participating companies (Mar 2009)
 - 6 board level:
 - Intel, Philips, Samsung, Sony, Sigma Designs, LG Electronics
 - 6 Leadership level:
 - Disney, Mitsubishi, Thomson, XpanD, Turner Broadcast Systems, Open Sky
 - 29 Basic level
- Strong Worldwide presence with range of company sizes

Membership Packages

Basic Member

- \$5K/year
- Serve on all committees, subcommittees, working groups
- One person to attend quarterly meetings
- Listing on and access to website
- Submit white paper(s), tutorials

Leadership Member

- \$15K/year
- Eligible to chair committees, subcommittees, working groups
- Two people to attend quarterly meetings
- Listing on and access to website
- Submit white paper(s), tutorials
- White paper review committee
- Access to IM's quarterly market and technology sessions
- Contribution to web content/development

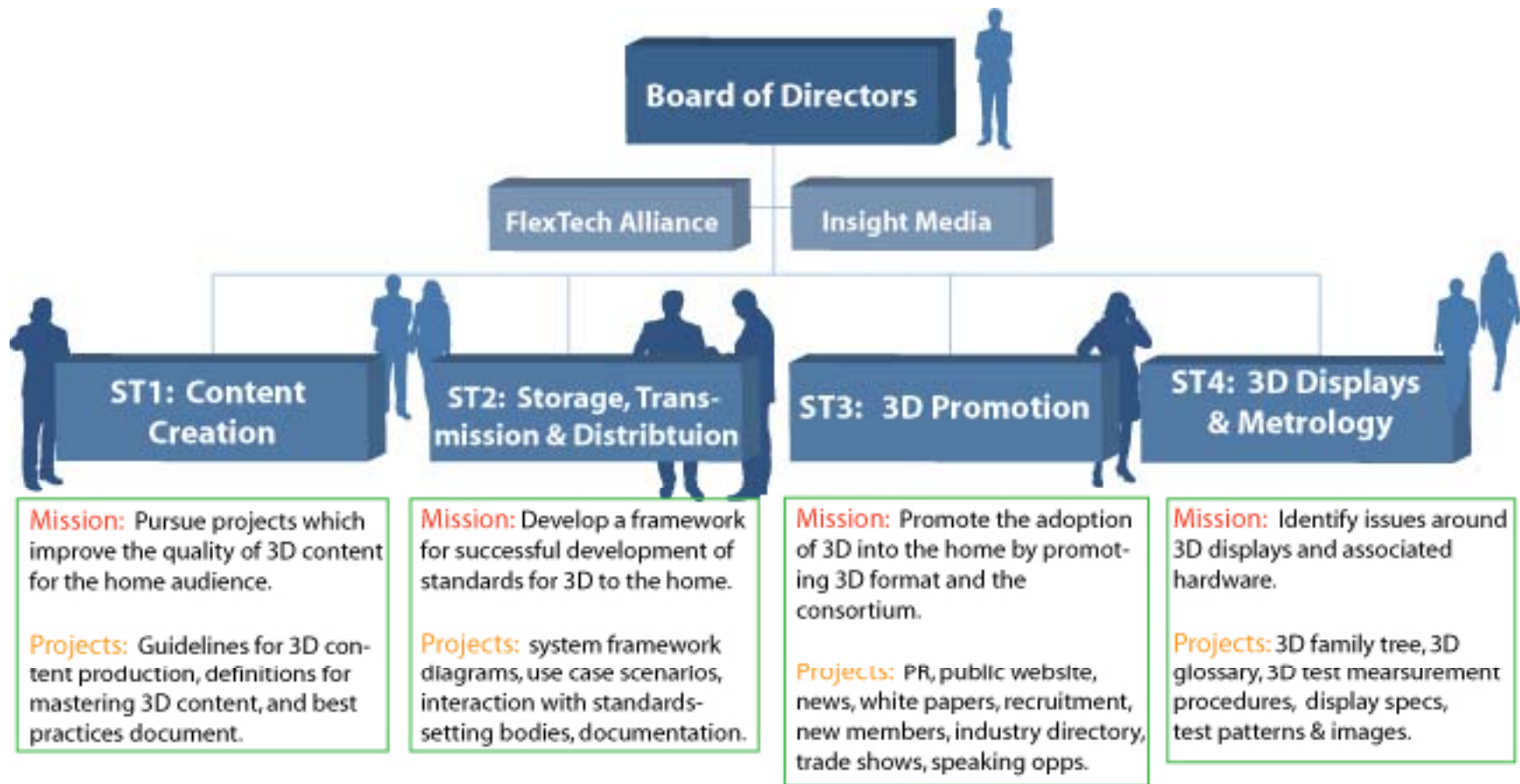
Board Member

- \$30K/year
- Seat on Consortium Board of Directors
- Eligible to chair committees, subcommittees, working groups
- Unlimited attendees at quarterly meetings
- Submit white paper(s), tutorials
- Listing on and access to website
- White paper review committee
- Access to IM's quarterly market and technology sessions
- Contribution to web content/development

- **Contribute**
 - Technical committees
 - Guide the industry progress
- **Gain more company visibility and credibility**
 - Industry briefing documents
 - White papers
 - Webinars
 - Industry directory
 - Joint PR
 - Joint exhibition
 - Speaking opportunities
 - Establish leadership role
- **Business development**
 - Gain access to key decision makers throughout the 3D industry
 - Competitive intelligence
 - Comprehensive industry knowledge

- Describes operating policies, membership levels, dues, voting policy, dispute resolution
- Describes confidentiality and IP policies
- Executed by participating companies and FlexTech (acting on behalf of the Consortium) and approved at the Board level.
- Required for participation in steering teams, access to consortium intranet/website, and members-only meetings.

Organizational Chart



- Each Board Level Company may designate one person to serve as a Member of the Governing Board for the Consortium
- Board can also appoint up to 4 additional directors, including at least one each from the Basic and Leadership Members
 - Three have been appointed thus far, 1 Leadership, 2 Basic
- FlexTech and Insight Media have non-voting membership status

- **FlexTech role:**
 - Administrative support
 - Serve as Managing Director
 - Web site management
- **FlexTech & Insight Media together:**
 - Co-organize quarterly meetings
 - Co-support steering teams
 - Interim Leaders of ST3 and ST4, respectively
 - Special market/technology briefings/reports
 - Web site content

- Steering Teams drive the agenda of the consortium
- All Consortium members can participate in steering teams
- Priorities and tasks of the steering teams are decided by members of those teams

- **Steering Team Chairman:**
 - Lead the Team in identifying priorities
 - Lead the Team in identifying project teams and action items
 - Set the calendar and create agendas for Team meetings
 - Run Team meetings
- **Serve as a member of Project Teams**
- **Utilize 3D@HOME staff for communication, reports, or other services as needed**
- **Represent, or designate a representative of the Consortium to other relevant organizations**
- **Report on Team activities to Governing Board**

- ST1 – 3D Content Creation/Production (Led by Philips)
- Developing document to describe quality content creation
 - Artistic Aspects
 - Capturing
 - Post production
 - Mastering
- Member companies in process of writing
 - THX, 3ality, In-three, Thomson, HHI, Philips, Sensio
- Possible future projects
 - Cooperation in development of industry and consumer education and training programs
 - Cooperation with relevant evaluation labs and institutes

- ST2 – 3D Content Storage / Transmission / Distribution (led by Samsung, with Thomson as Vice-Chair)
- Developing system framework diagrams
 - Flow charts and connection diagrams from mastering formats thru distribution channels to homes and TVs
- Developing use case scenarios for in-home consumers
 - Details of combinations of connection scenarios
- Developing standards bodies interaction matrix
 - Main short term focus on SMPTE, BDA, CEA
- Working on anaglyph statement in cooperation with studios
- Will support standardization efforts with documentation and user requirements
- Possible future projects
 - Expanded standards body support

- We develop relationships with standards bodies and help to suggest requirements, needs, and provide an industry voice to the group as well as communicate their activities across the industry.
- Our relationships:
 - DVB
 - ETSI
 - MPEG
 - ATIS
 - Open IP TV Forum
 - CableLabs
 - ATSC
 - SMPTE
 - BDA
 - DCI
 - VESA
 - CEA
 - HDMI
 - DLNA
 - ICDM
- The 3D @ Home Consortium is not a standards body

- ST3 – 3D Promotion (led by FlexTech)
- Developing public web site
 - White papers and education documents
 - Webinars
 - Databases of 3D movies, live events, packaged media and products
 - Basic news service
 - Member directory
- Developing member only web site
 - KAVI backend for communication and document sharing
 - Value-added news service
 - Special meeting and trade show coverage
- Developing 3D education and promotion campaign
 - Joint conference space
 - Joint press releases
 - Member company promotion
- Possible future projects
 - Expanded communication, education and promotion programs



- April 08: Launch at NAB
- May 08: SID
- June 08: Dim3 (France)
- Oct 08: 3D Bix-Ex
- Jan 09: CES
- Feb 09: Broadcast Video Expo (London)
- Apr 09: Digital Cinema Summit and NAB

- ST4 – 3D Displays and Metrology (led by Insight Media)
- Working on 3D Family Tree and 3D glossary
 - Reaching consensus now with ICDM (International Committee for Display Metrology)
- Working with member companies to validate 3D test measurement procedures
- Developing matrix of 3D display "care about" specs
- Possible future projects
 - Develop test patterns and images
 - Develop a certification or logoing program

- First year of operation has grown our membership to over 40 companies
- Have set a good track record of accomplishment in each steering team, with much work in progress
- Relationships established with key standards bodies – SMPTE, CEA and others
- 3D@Home is providing an industry resource that can provide basic, unbiased information and a network for interaction with the 3D value chain
- Membership provides tangible benefits

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