

## Our mission

is to speed the commercialization of 3D into homes worldwide and provide the best possible viewing experience by facilitating the development of standards, roadmaps and education for the entire 3D industry – from content, hardware and software providers to consumers.

### speed the commercialization

We reduce consumer confusion by defining a clear technology path for broadcasters, distribution channels and CE equipment makers.

### 3D into homes worldwide

Digital 3D movies in theatres have heightened the movie experience and movie-goers are demanding the same experience in their homes. 3D games are also adding a great deal of excitement to PC and component box gaming. We accelerate the development of new systems by helping the software and hardware designers define the standards that make up a 3D system and understand consumer acceptance factors.

### best possible viewing experience

There are many ways to create 3D effects, and several methods of viewing, but not all are equal in quality. We help content creators understand how to rid their content of unwanted effects and help educate the creative industry on using 3D effects – like learning when to use a zoom feature and when to stay wide. Users need to learn when to use these tools.

### facilitating standards

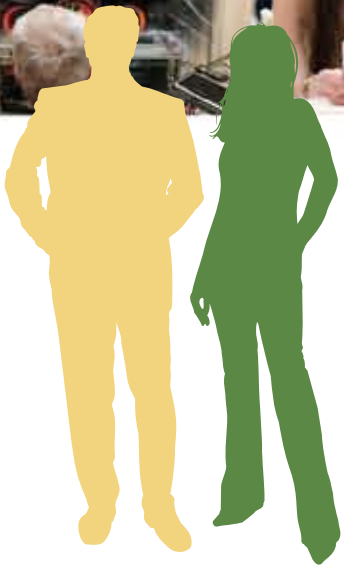
Standards are an important part of facilitating the creation of markets and happy consumers. 3D@Home is not a standards setting body, but identifies where standards are needed and provides relevant use cases and guidance to existing standards bodies. We develop liaison relationships with standards organizations and provide a communication channel between our members and other relevant organizations.

### facilitating roadmaps

Consumer equipment manufacturers need to be competitive, yet there are many pre-competitive directions that require definition. Roadmaps are an important tool in a 'systems-wide' strategy for CE developers in planning product and service lines today and into the future.

### facilitating education

Many elements in the electronics industry will supply 3D products and services to consumers, including display manufacturers, big box retailers, product reviewers and home theatre installers. They play an important role in educating consumers and ensuring they are comfortable and understand the near- and long-term developments in the technology. The consortium provides the industry-overview information that will assist front line educators.



## Member Benefits

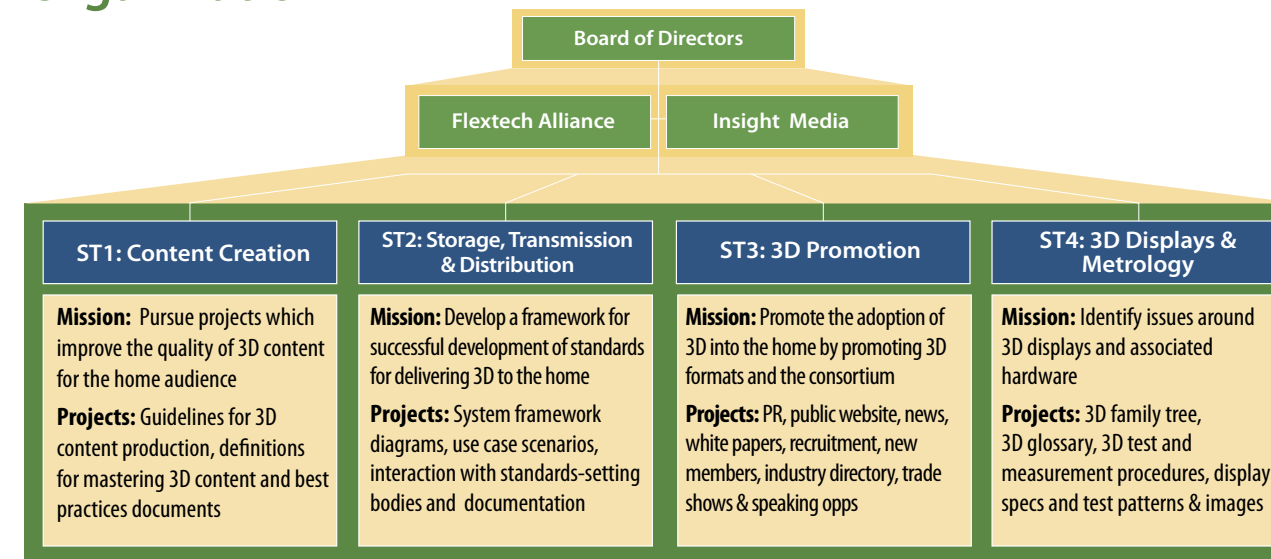
### DEVELOP & INFLUENCE

- » Develop the convergence factors of 3D with other in-the-home entertainment options
- » Help content creators and distributors embrace 3D as a format and make the changes needed to maximize the excitement
- » Influence standards setting bodies as they create standards for 3D equipment and formats
- » Create and impact technology and business roadmaps
- » Utilize common naming conventions and help create a glossary for consumers and developers alike
- » Educate vendors on the the possibilities for conversion of existing 2D content to 3D

### NETWORK & UNDERSTAND

- » Network and interface with key industry players
- » Explore common concerns with other segments of the industry
- » Attend invited talks from a wide range of stakeholders, from broadcasters to chip-makers
- » Access to market data and customized industry reports from Insight Media
- » Determine ow your company might benefit from the possibility of 3D in the home
- » Visit and tour other member facilities
- » See and experience new technology developments first hand

## Organization



For more details on Steering Team activities and goals, please visit [www.3DatHome.org](http://www.3DatHome.org).

The Steering Teams drive the agenda of the consortium, and define their projects, priorities and tasks, with guidance from the Board of Directors. The Board of Directors provide oversight and general guidance to Steering Team leaders. Management of the consortium is provided by the FlexTech Alliance, an electronics supply chain development consortium, and Insight Media, a market analysis and research firm.

Full membership meetings are held quarterly in convenient locations throughout the globe. When available, meetings are held at member sites or in conjunction with other industry-wide events. Steering and project teams meet bi-weekly via teleconference and also meet face-to-face during quarterly meetings. Collaboration between meetings continues via our Members-Only on-line collaboration tool, including email reflectors, document repositories and calendaring capabilities.





## Membership Levels

Find your membership level according to your goals and requirements

### BASIC MEMBER

- » \$5 K/year
- » Serve on all committees, subcommittees, steering teams
- » One representative able to attend quarterly meetings
- » Listing on and access to members only website
- » Eligible to submit white papers and tutorials

### LEADERSHIP MEMBER

- » \$15 K/year
- » Eligible to chair committees, subcommittees, steering teams
- » Two representatives to attend quarterly meetings
- » Listing on and access to members only website
- » Eligible to submit white papers and tutorials
- » Serve on white paper review committee
- » Access to IM's quarterly market and technology sessions
- » Contribution to web content and development

### BOARD MEMBER

- » \$30 K/year
- » Seat on 3D@Home Governing Board
- » Eligible to chair committees, subcommittees, steering teams
- » Unlimited attendees at quarterly meetings
- » Submit white papers and tutorials
- » Listing on and access to website
- » White paper review committee
- » Access to IM's quarterly market and technology sessions
- » Contribution to web content and development

*Membership dues are invoiced on an annual basis, based on original join date. The 3D@Home Consortium is formed under the existing 501(c)(6) charter of the FlexTech Alliance. As such, dues are a tax-deductible business expense. The consortium rules and policies are laid out in the 3D@Home Participation Agreement, which every member is required to sign before participating in consortium activities.*

## Members List

(as of 2/1/2010)

### BOARD MEMBERS

- 3ality Digital
- Intel
- Samsung Electronics
- Sigma Designs
- Sony Electronics
- THX
- Walt Disney Studios Home Entertainment

### LEADERSHIP MEMBERS

- BluFocus
- Eutelsat – Open-Sky
- HDlogix
- SES
- Thomson/Technical
- Turner Broadcasting Company

### BASIC MEMBERS

- AUO
- Corning
- Discovery Communications
- Dolby Laboratories
- ETRI
- France Telecom
- Fraunhofer Institute – HHI
- Harris
- Holografika
- IMAX
- ITRI
- LG Electronics
- Masterimage
- Micronas
- Motorola
- Quantum Data

- Sensio Technologies
- Setred
- SeeReal Technologies
- Sharp Laboratories
- STMicroelectronics
- TDVision Systems
- Trident
- TTE
- Volfoni



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