





## 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*

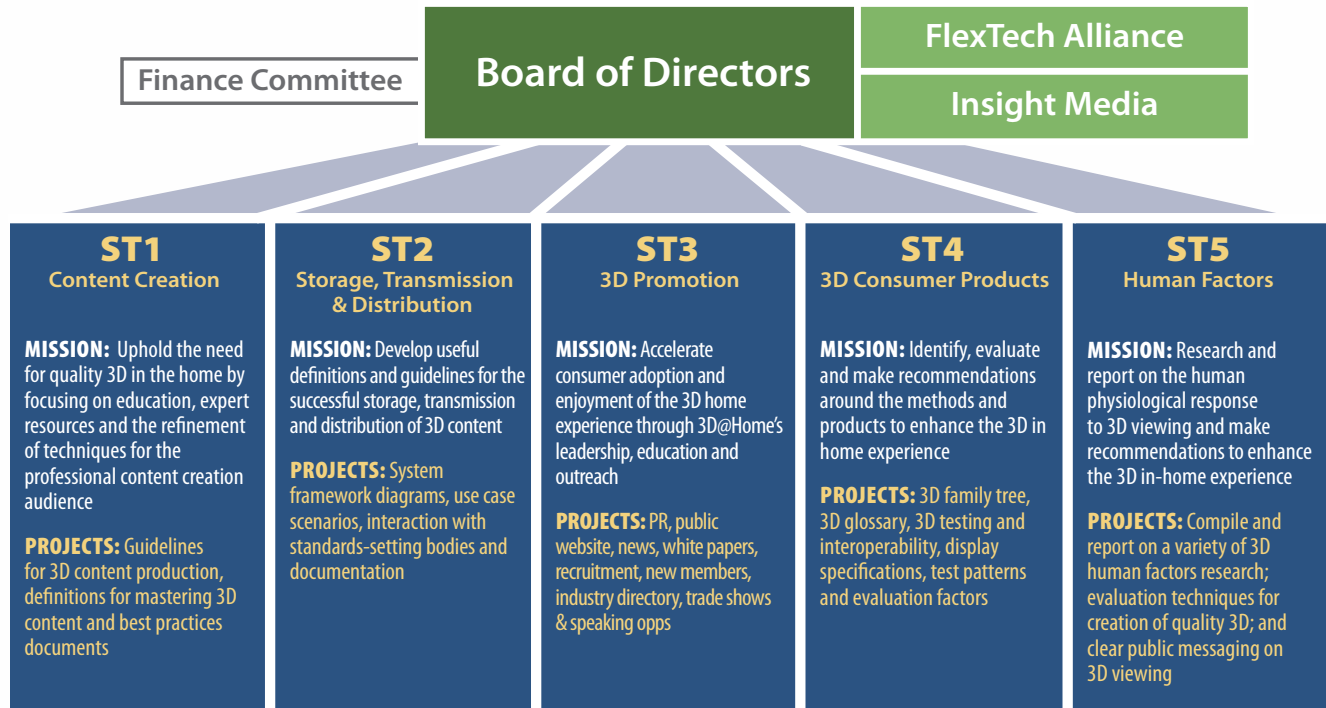
Consumer equipment manufacturers need to be competitive, yet there are many pre-competitive directions that require definition. Roadmaps are an important tool in a 'systems-wide' strategy for CE developers in planning product and service lines today and into the future.

### *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.



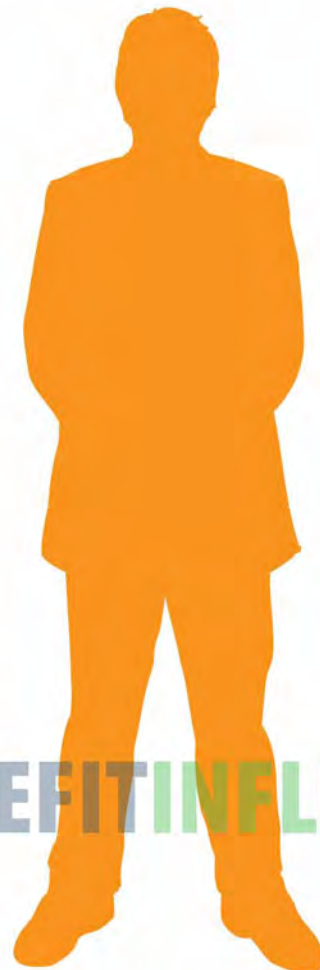
# Organization



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.



LEVERAGE PARTICIPATE CONNECT DEVELOP BENEFIT INFLUENCE



## Top 10 Reasons to Join

- 1** Learn about the latest developments, issues and challenges across the entire 3D eco-system -- and understand where business opportunities lie.
- 2** Monitor and Influence standards setting bodies as they create standards for 3D equipment, transmission and formats.
- 3** Identify issues, challenges and opportunities to enable next generation technology roadmaps for the industry as a whole.
- 4** Network and interface with key industry players from around the world.
- 5** Access 3D video content for testing your equipment from our 3D Test Content Library.
- 6** Support the expanded and proactive consumer marketing of all 3D; Provide white papers and other useful sales tools to the retail community.
- 7** Access market data and customized industry reports from Insight Media and other leading market research organization.
- 8** Attend invited talks from a wide range of stakeholders, from broadcasters to chip-makers.
- 9** Position your company as a leader in the 3D marketplace through highly-visible marketing opportunities via 3D@Home sponsored exhibit areas at CES, NAB and KES; highlighted listings throughout the website; and, speaking engagements.
- 10** Discuss and propose best practices in creating, encoding, compressing and displaying 3D videos.

## Membership Levels

Find your membership level according to your goals and requirements

	Board \$30,000	Leadership \$15,000	Basic \$5,000	Academic \$1,500
Seat on Board of Directors	X			
Chair steering teams & projects -first right of refusal	X	X		
Attendees at quarterly meetings and online tutorials/webinars	Unlimited	3	2	1
Review white papers & tutorials	X	X		
Highlighted listing on website	Industry	Industry	Industry	Academic
Contribute to studies	X	X	X	X
Access to Intranet website	Unlimited	Unlimited	5 seats	1 seat
Market & technology briefings	X	X		
Contribute to web content & development	X	X	X	X
Receive 3D market newsletter & special show reports	X	X	X	X
ST participation	X	X	X	One ST only
Attendance at annual strategic planning meeting	X	X		
Primary Liaison with other Special Interest Groups	X	X	X	X
Company briefing to membership	X	X	X	X
Receive 3D test and evaluation content	X	X	X	X

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 5/2011)

### BOARD MEMBERS

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

### LEADERSHIP MEMBERS

BluFocus  
ESPN  
Eutelsat – Open-Sky  
Oakley  
Pixar  
SES Worldskies  
Technicolor  
Turner Broadcasting Company  
ViXS

### BASIC MEMBERS

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AUO  
Cisco  
Corning  
Discovery Communications  
Dolby Laboratories  
ETRI  
France Telecom  
Fraunhofer Institute – HHI  
Harris  
Holografika  
IMAX  
ITRI  
LC-TEC  
Marchon 3D  
Marvell Semiconductor  
Masterimage  
Meduza Systems

nVidia  
Pacific University Vision  
Performance Institute  
Quantum Data  
Sagem  
Sensio Technologies  
Setred  
Sharp Laboratories  
Sisvel  
Spatial View  
STMicroelectronics  
Texas Instruments  
Trident  
Volfoni  
Xilinx



## For More Information:

For more information on how to join or additional 3D@Home Consortium activities, visit our website at [3DatHome.org](http://3DatHome.org) or contact us at the info below:

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*Management Provided by FlexTech Alliance*