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3D@Home Consortium Elects Chairman, New Board Member, and Reaches Membership Milestone

March 2, 2009 - San Jose, Calif. -- The board of directors of the 3D@Home Consortium today announced the election of Richard Dean of THX Ltd., to serve a two-year term as chairman of this rapidly expanding industry group. Joining THX on the board of directors is Howard Postley from 3ality Digital. These companies join existing board members from Intel, LG Electronics, Philips, Samsung, Sigma Designs and Sony Electronics to provide governance to the consortium.

3D@Home Consortium also marks its 40th member as it continues to increase its activity in all phases of 3D content creation, distribution, marketing, education and products. Newest members to the consortium include General Display Technologies, NXP Semiconductor, and Micronas. A full list of members is available on the consortium website at www.3DatHome.org.

Richard (Rick) Dean, vice president of technology, has been with THX, a spin-out of Lucasfilm, for over 10 years. THX was originally chartered with leveraging technology to maximize artistry in sounds and pictures. Over the course of his career, Rick has been involved in many technical evolutions of picture and sound for motion pictures in the cinema and home. More recently, Rick has been working on THX Media Director, a technology that aims to turn digital media into smart content that communicates directly with AV components to enable automatic configuration for the best playback experience for any level of consumer.

"I am excited to join the 3D@Home Consortium and work closely with leaders in 3D content creation, distribution and consumer electronics," said Dean. "The 3D experience offers exciting enhancements to movies, games and live events. Our goal is to continue the great work already underway by consortium members, as well as support the development needs, best practices, and educational tools to ensure 3D in the home fulfills its promise to consumers."

"Rick Dean, Howard Postley and the other new member companies are tremendous additions to the consortium," commented Mark Hartney, managing director of 3D@Home. "All bring valuable experiences in technology introductions and extensive knowledge in elements needed to produce and deliver 3D content to the home. Their perspectives on the market, on product development, and how best to guide the consortium will ensure our projects are relevant and benefit the entire industry."

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3D@Home's next quarterly membership meeting is scheduled at the National Association of Broadcasters (NAB) convention April 20-23, 2009 in Las Vegas, Nev. Also, the consortium will be co-sponsoring the 3D Pavilion on the NAB exhibit floor. Members of the media are invited to visit the 3D Pavilion and interviews can be arranged by contacting Heidi Hoffman at heidi.hoffman@flextech.org.

About 3D@Home Consortium – The 3D@Home Consortium is an international, rapidly growing industry group whose purpose is to ensure the best possible viewing experience as 3D technology and content matures for home entertainment and gaming. The consortium accomplishes its mission through management of industry steering teams focused on content creation, content storage and distribution, communications, and 3D displays. The consortium is managed by the FlexTech Alliance and Insight Media. For more information on this exciting technology, visit the consortium's website – www.3DatHome.org.

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