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## **3D TECHNOLOGY AND MARKETS: A STUDY OF ALL ASPECTS OF ELECTRONIC 3D SYSTEMS, APPLICATIONS AND MARKETS**

### **QUICK FACTS:**

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### **THE NEED:**

3D display technology has been with us in various forms for over 150 years. Recent developments in the display technology, supporting technologies such as formats and 3D rendering, and consumer tastes have made increases in the application of 3D a likely possibility in the near future. It is necessary to understand these technical and market changes in order to make business plans accommodating both 2D and 3D displays.

### **REPORT OBJECTIVE:**

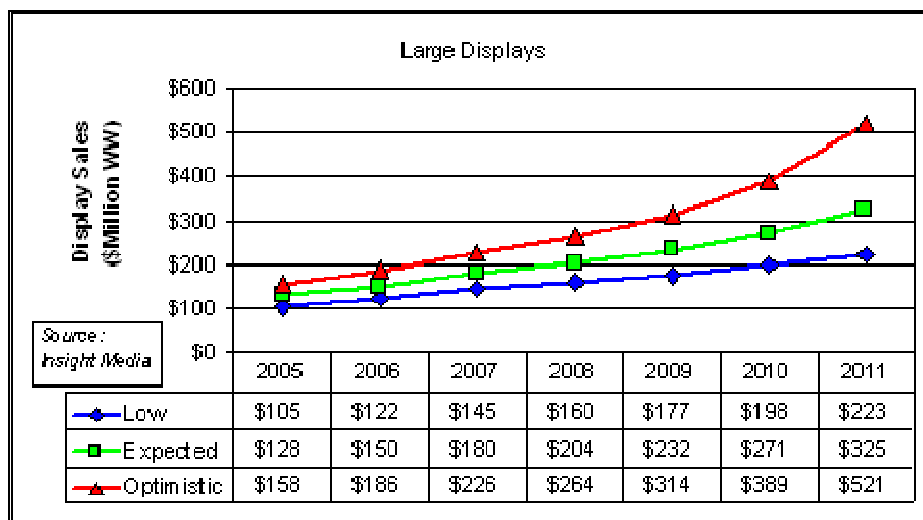
The objective of this report is to supply managers, product planners, engineers and researchers with the information needed to understand and plan for 3D display systems. The information required to make solid decisions includes understanding the recent changes in 3D display technology, improvements in supporting technologies such as compression, formats and standards and increased 3D image source availability.

Currently 3D displays are used in only a few specialized professional applications and by consumer hobbyists and enthusiasts. With the recent introduction of 3D display technologies that have image quality comparable to the best 2D LCD displays and only a modest price premium over 2D displays, it is likely that 3D will expand its market share in the next few years. To meet this market challenge, current display makers, system makers and start-ups must understand 3D technology, applications and markets. In the past there has been a lot of excitement and exaggerated forecasts about 3D technologies, but little hard marketing information to support it. This report strips away the hype and takes a realistic view of 3D display technology and its future in the professional and consumer electronics sectors.

## HIGHLIGHTS:

- Description of all major 3D display technologies including:
  - Technologies that require active or passive glasses
  - Autostereoscopic technologies requiring no glasses
  - Volumetric technologies
  - Technologies compatible with existing video distribution systems
  - Technologies suitable for displays from cellphone-sized to giant cinema screens
- 3D image generation including:
  - Computer graphics and CAD
  - 3D camera systems
  - 2D to 3D conversion
- 3D video formats, especially those backward-compatible with the existing video infrastructure
- 3D applications and markets
- Forecasts of the use of 3D display technology in 20+ markets through 2011
- Opportunity analysis for 3D broken down by application, display size and display technology
- Roadmaps for technology improvements needed to increase 3D market penetration
- A list of 650+ companies, universities, consortia and standards bodies involved in 3D display technology
- Brief profiles of 26 companies producing 3D displays

An example of the type of data that can be found in this new report is shown in the graphic below. This graph shows the Large Screen (>40") market forecast for 3D displays through 2011. Most of these displays are currently projection systems although LCD flat panel displays are expected to penetrate the lower size ranges in this category before 2011. These displays are currently used mainly for cinema, data visualization, corporate branding and education. The forecast represents the revenue realized by the 3D industry as a result of retrofit/add-on 3D capabilities or dedicated systems.



More details on this promising market segment and many other conclusions are included in this report. The main body of the report contains 206 figures and 28 tables. Many of the figures have attached data tables, as shown in the sample.

## WHO SHOULD BUY:

- Anyone currently in any aspect of the 3D industry who wants to see a realistic vision of the industry's future.
- Anyone considering market opportunities in 3D display or anyone who has declined to enter this market because of the “Hype” and unfulfilled promises associated with it.
- Anyone looking for the impact of 3D displays on the 2D marketplace.
- The report will be of value to all people planning manufacturing, development or research of 3D display systems.
- Engineers and researchers involved in 3D technology, including displays, formats, standards and applications.
- Anyone interested in 3D displays.

## DELIVERABLE:

The report is delivered as a PDF file under a site license agreement. Private webinar and on-site presentations and discussions of the data in this report are also available.

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## TABLE OF CONTENTS:

<b>1</b>	<b>TABLE OF CONTENTS</b>	<b>2</b>
	Table of Figures	9
	Table of Tables	15
<b>2</b>	<b>INTRODUCTION</b>	<b>16</b>
<b>3</b>	<b>EXECUTIVE SUMMARY</b>	<b>17</b>
3.1.	Human Factors of 3D	17
3.2.	3D Image Generation and Conversion Technologies	18
3.3.	Image Processing, Formats and Standards	20
3.4.	Current and Emerging 3D Display Technologies	20
3.4.1.	Glasses-Dependent 3D Technologies	21
3.4.1.1.	Glasses-Dependent Direct View Technology	21
3.4.1.2.	Glasses-Dependent Projection Technologies	22
3.4.1.3.	Head-Mounted Displays	22

3.4.2.	Glasses-Free Technologies	22
3.4.2.1.	Autostereoscopic Displays	22
3.4.2.2.	Volumetric Displays	23
3.4.2.3.	Holographic Displays	23
3.5.	Applications of 3D Displays	23
3.5.1.	Benefits of 3D	24
3.5.2.	Need for 3D Market Research	25
3.5.3.	Major and Minor Applications for 3D	25
3.5.4.	3D Display Technology Suitable for Various Applications	27
3.6.	Market Opportunity Forecasts for 3D Displays	29
3.7.	Conclusions	31
3.8.	Appendix A	31
3.9.	Appendix B	32
3.10.	Appendix C	32
<b>4</b>	<b>HUMAN FACTORS OF 3D DISPLAYS</b>	<b>33</b>
4.1.	Introduction	33
4.2.	Psychological Depth Cues	33
4.2.1.	Interposition	33
4.2.2.	Linear Perspective	34
4.2.3.	Aerial Perspective	34
4.2.4.	The Size of the Image	34
4.2.5.	Texture	35
4.2.6.	Shadows	36
4.2.7.	Motion Parallax	37
4.3.	Physiological Depth Cues	38
4.3.1.	Accommodation	38
4.3.2.	Convergence	38
4.3.3.	Disparity and Parallax	39
4.3.4.	Stereopsis	40
4.4.	Summary of Human Depth Perception	41
4.4.1.	Depth Cues at Various Distances	41
4.4.2.	Stereoblind and Stereoanomolus Viewers	42
4.4.3.	Requirements for Left/Right Eye Image Properties	43
4.4.4.	Special Requirements Dependent on Display Technology	44
4.4.4.1.	Time-Sequential 3D Displays	44
4.4.4.2.	Autostereoscopic Displays	45
4.4.4.3.	Perspective Changes in Two-View Displays	45
4.4.4.4.	Volumetric Displays	46

	4.4.4.5.	Conflict Between Accommodation and Convergence	46
	4.4.4.6.	Border Problems	46
	4.4.4.7.	Head Mounted Displays	46
<b>5</b>		<b>3D IMAGE GENERATION</b>	<b>48</b>
5.1.		Image Capture from Real Objects	48
	5.1.1.	Capture of Still Images	48
	5.1.2.	Capture of Moving 3D images	50
	5.1.3.	Discussion of Issues Related to Camera Image Capture	52
		5.1.3.1. Interaxial separation	53
		5.1.3.2. Convergence	53
		5.1.3.3. Mounting systems	54
		5.1.3.4. Focal Length and Image Magnification	55
		5.1.3.5. Synchronization and Exposure	55
		5.1.3.6. Comments on the Relationship Between Image Capture and Display	55
	5.1.4.	Image Capture by Direct Measurement of Depth	56
	5.1.5.	Medical Image Capture	60
	5.1.6.	Image Acquisition for Oil and Gas Exploration	63
5.2.		2D to 3D Conversion	64
	5.2.1.	Motion Video or Film	65
	5.2.2.	Digital or Photographic Still Images	66
5.3.		Computer Graphics	68
	5.3.1.	Modeling	68
		5.3.1.1. Constructive Solid Geometry	68
		5.3.1.2. NURBS Modeling	69
		5.3.1.3. Polygonal Modeling	69
		5.3.1.4. Subdivision Surfaces	69
	5.3.2.	Scene Layout Setup	69
	5.3.3.	Rendering	69
		5.3.3.1. Open Graphics Library (OpenGL)	70
		5.3.3.2. Direct3D	71
		5.3.3.3. Comments Relating to OpenGL and Direct3D.	72
<b>6</b>		<b>IMAGE PROCESSING, FORMATS AND STANDARDS</b>	<b>73</b>
6.1.		Introduction	73
6.2.		Image Processing and Compression	73
6.3.		Formats	74
	6.3.1.	Field Sequential	74
	6.3.2.	Interlaced Field Sequential	75
	6.3.3.	Segment and Line Sequential	76

6.3.4.	Interdigitated	76
6.3.5.	Above and Below	77
6.3.6.	Side by Side	78
6.3.7.	Dual Stream	79
6.3.8.	Stereo Ready Computers	79
6.3.9.	White Line Code	80
6.4.	Standards	81
6.4.1.	3D Video on DVD and Broadcast Television	81
6.4.2.	3D on the Web	83
6.4.3.	3D in the Cinema	86
6.4.4.	Other Standards Organizations and Initiatives	87
6.4.5.	Adobe Acrobat 3D	88
<b>7</b>	<b>3D DISPLAY TECHNOLOGY</b>	<b>92</b>
7.1.	Introduction	92
7.2.	Stereoscopic Displays	94
7.2.1.	Direct View Single Display	95
7.2.1.1.	Active Polarizing Glasses	95
7.2.1.2.	Passive Polarizing Glasses	98
7.2.1.3.	Anaglyphic Direct View with Passive Glasses	101
7.2.2.	Direct View Dual Display	102
7.2.2.1.	StereoMirror	102
7.2.2.2.	Stacked LCD Display	103
7.2.3.	Single Projector Systems	105
7.2.3.1.	Active Polarizing Glasses	105
7.2.3.2.	Passive Polarizing Glasses	107
7.2.3.3.	Anaglyphic Single Projector Systems with Passive Glasses	109
7.2.4.	Dual Projector Systems	110
7.2.4.1.	Passive Polarizing Glasses	110
7.2.5.	Anaglyphic Projection with Two Projectors and Passive Glasses	112
7.2.6.	Infitec Projection with Two Projectors and Passive Glasses	112
7.3.	Stereoscopic Head Mounted Displays	114
7.4.	Multiview Autostereoscopic 3D Displays	118
7.4.1.	Parallax Barrier	118
7.4.2.	Time Multiplexed Barrier Rib	120
7.4.3.	Lenticular Autostereoscopic Displays	122
7.4.4.	Prism Based Autostereoscopic Displays	124
7.4.5.	Multiview 3D Autostereoscopic Displays	125
7.4.6.	2D/3D Switchable Displays	127

7.5.	Volumetric 3D Displays	128
7.5.1.	Multiplane	129
7.5.2.	Rotating Image Planes	131
7.5.3.	Vibrating Membrane	133
7.6.	Other 3D Display Technologies	134
7.6.1.	Micro-polarizer Technology	134
7.6.2.	Holographic Displays	135
7.6.3.	Holographic "Like" Displays	136
7.6.4.	Integral Imaging	137
7.6.5.	Head Down Two-Display System	138
7.6.5.1.	Intuitive Surgical	138
7.6.5.2.	Kodak	139
7.7.	Other Ways to Display 3D Effects	140
7.7.1.	Chromostereoscopic Systems	141
7.7.2.	Pulfrich Effect	144
7.7.3.	3D Printing and Rapid Prototyping	145
7.8.	Navigation of 3D Images	147
<b>8</b>	<b>3D APPLICATIONS AND MARKETS</b>	<b>150</b>
8.1.	Overview of 3D Markets	151
8.1.1.	Professional and Government Markets	154
8.1.2.	Consumer Markets	156
8.1.3.	Market Segment Analyses	157
8.2.	Consumer Fixed and Semi-Portable	158
8.2.1.	Description of the 2D and 3D market	158
8.2.1.1.	Television	159
8.2.1.2.	Gaming	162
8.2.1.3.	Consumer Computer Monitors & Laptops	163
8.2.1.4.	Portable DVD Players	164
8.2.1.5.	Automotive and Aircraft Entertainment Systems	165
8.2.1.6.	Navigation Systems	166
8.2.1.7.	Gadgets and Toys	168
8.2.2.	3D Requirements to Satisfy this Market	169
8.2.2.1.	Source Material	169
8.2.2.2.	Formats and Standards	170
8.2.2.3.	Display Requirements	170
8.2.3.	Current State of the 3D Market	171
8.2.4.	Market Forecasts	171
8.2.4.1.	Total Revenue for Consumer Fixed and Semi-Portable 3D Systems	173

8.2.5.	Major Players in This Market Segment	174
8.3.	Consumer Mobile systems	176
8.3.1.	Description of the 2D and 3D market	176
8.3.1.1.	Cell Phones and PDAs	178
8.3.1.2.	Portable Media Players	179
8.3.1.3.	Hand held games	180
8.3.1.4.	Digital still and video cameras	182
8.3.2.	3D Requirements to Satisfy this Market	184
8.3.2.1.	Source Material	184
8.3.2.2.	Formats and Standards	184
8.3.2.3.	Display Requirements	185
8.3.3.	Current State of the 3D Market	185
8.3.4.	Market Forecasts	185
8.3.5.	Major Players in This Market Segment	189
8.4.	Digital Signage and Corporate Branding	189
8.4.1.	Description of the 2D and 3D market	189
8.4.1.1.	Digital Signage for Information	190
8.4.1.2.	Consumer Advertising	190
8.4.1.3.	Trade Shows	192
8.4.1.4.	Corporate Branding	193
8.4.2.	3D Requirements to Satisfy this Market	194
8.4.2.1.	Source Material	194
8.4.2.2.	Formats and Standards	195
8.4.2.3.	Display Requirements	195
8.4.3.	Current State of the 3D Market	195
8.4.4.	Market Forecasts	196
8.4.4.1.	Digital Signage Forecasts	196
8.4.4.2.	Trade Show and Corporate Branding	200
8.4.4.3.	Revenues from Corporate Branding, Trade Shows and Digital Signage	202
8.4.5.	Major Players in This Market Segment	203
8.5.	Cinema & Location Based Entertainment	204
8.5.1.	Description of the 2D and 3D market	204
8.5.1.1.	Production and Post-Production	205
8.5.1.2.	Theatrical Presentation	207
8.5.1.3.	Location Based Entertainment	208
8.5.2.	3D Requirements to Satisfy this Market	209
8.5.2.1.	Source Material	209
8.5.2.2.	Formats and Standards	210

8.5.2.3.	Display Requirements	210
8.5.3.	Current State of the 3D Market	211
8.5.4.	Market Forecasts	213
8.5.4.1.	3D Display Revenues for Cinema and Location-Based Entertainment	215
8.5.5.	Major Players in This Market Segment	216
8.6.	Medical & Dental	217
8.6.1.	Description of the 2D and 3D market	218
8.6.1.1.	Minimally Invasive Surgery	219
8.6.1.2.	MR/CT and other 3D imaging technologies	219
8.6.1.3.	Dental	220
8.6.1.4.	Medical Training	221
8.6.2.	3D Requirements to Satisfy this Market	223
8.6.2.1.	Source Material	223
8.6.2.2.	Formats and Standards	223
8.6.2.3.	Display Requirements	225
8.6.3.	Current State of the 3D Market	225
8.6.4.	Market Forecasts	226
8.6.5.	Major Players in This Market Segment	229
8.7.	Automotive and Other CAD Design	230
8.7.1.	Description of the 2D and 3D market	231
8.7.1.1.	Automotive Design	232
8.7.1.2.	Aviation Design	233
8.7.1.3.	Architecture, Engineering and Construction	236
8.7.1.4.	Other CAD Design	237
8.7.2.	3D Requirements to Satisfy this Market	238
8.7.2.1.	Source Material	238
8.7.2.2.	Formats and Standards	238
8.7.2.3.	Display Requirements	238
8.7.3.	Current State of the 3D Market	239
8.7.4.	Market Forecasts	239
8.7.5.	Major Players in This Market Segment	241
8.8.	Data Visualization	242
8.8.1.	Description of the 2D and 3D market	242
8.8.1.1.	Computational Fluid Dynamics	247
8.8.1.2.	Oil and Gas Exploration	249
8.8.1.3.	Molecular Design & Biochemistry	249
8.8.1.4.	Astronomy and Astrophysics	250
8.8.1.5.	Geospatial analysis	251

8.8.2.	3D Requirements to Satisfy this Market	255
8.8.2.1.	Source Material	255
8.8.2.2.	Formats and Standards	256
8.8.2.3.	Display Requirements	256
8.8.3.	Current State of the 3D Market	256
8.8.4.	Market Forecasts	258
8.8.5.	Major Players in This Market Segment	260
8.9.	Other 3D Markets	262
8.9.1.	Gambling and Pinball Machines	262
8.9.2.	Other Industrial Applications	263
8.9.3.	City Planning	265
8.9.4.	Meteorology	266
8.9.5.	Airport Operations and Air Traffic Control	267
8.9.6.	Military	268
8.9.7.	Police, Fire and Security	272
<b>9</b>	<b>3D DISPLAY MARKET OPPORTUNITY</b>	<b>275</b>
9.1.	Market Opportunity by Application Category	276
9.1.1.	Consumer	276
9.1.2.	Professional	277
9.2.	Market Opportunity By Display Size	278
9.2.1.	Small Screen	278
9.2.2.	Mid-Sized Screens	279
9.2.3.	Large-Screen	280
9.3.	Market Opportunity By Display Technology	281
9.3.1.	Stereoscopic	281
9.3.2.	Autostereoscopic	282
9.3.3.	Volumetric	283
9.4.	Total Market Opportunity	283
<b>10</b>	<b>ROADMAPS FOR FUTURE DEVELOPMENTS</b>	<b>287</b>
10.1.	Image Generation	287
10.2.	Formats and Standards	288
10.3.	Display Technology	289
10.4.	Applications	290
<b>11</b>	<b>APPENDIX A: 3D WORKSHOP</b>	<b>291</b>
11.1.	3D Workshop Agenda	291
11.2.	Summary of 3D Workshop	292
11.2.1.	Summary of the Conference Sessions	292
11.2.2.	Exhibitor Highlights.	294

<b>12</b>	<b>APPENDIX B: PROFILES</b>	<b>296</b>
12.1.	3D-IP/Cobalt Entertainment	296
12.2.	Actuality Systems, Inc.	297
12.3.	Barco	298
12.4.	Christie	299
12.5.	DDD	300
12.6.	Deeplight	301
12.7.	eMagin Corporation	302
12.8.	Fakespace Systems, Inc.	303
12.9.	Holografika	304
12.10.	INFITEC GmbH	306
12.11.	Kodak	307
12.12.	Lightspace Technologies	308
12.13.	Lightspeed Design Group	309
12.14.	NewSight (X3D Technologies (DDD), 4D-Vision, Opticality)	310
12.15.	NuVision (MacNaughton, Inc.)	311
12.16.	Nvidia Corporation	312
12.17.	Ocuity	313
12.18.	Pavonine Inc.	314
12.19.	Philips 3D Solutions	315
12.20.	Planar Systems - Ferguson Patent Properties	316
12.21.	RealD (Stereographics)	318
12.22.	Seereal Technologies GmbH	319
12.23.	Sensio	320
12.24.	Sharp	321
12.25.	TDVision Systems	322
12.26.	Virtra Systems	323
<b>13</b>	<b>APPENDIX C: COMPANIES IN 3D</b>	<b>325</b>