U.S. Display Consortium

Insight Media
Display Intelligence™

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:

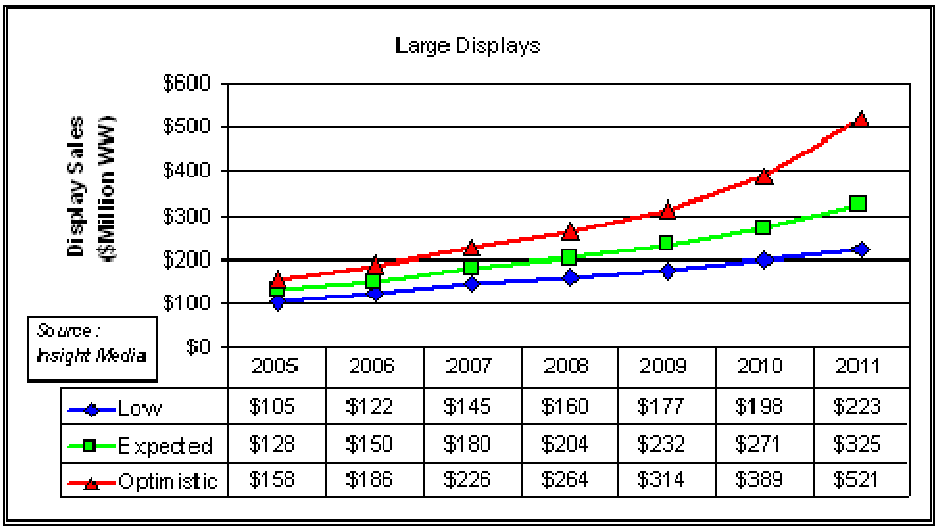
The objective of this report is to supply managers, product planners, engineers and researchers with the information needed to understand and plan for 3D display systems. The information required to make solid decisions includes understanding the recent changes in 3D display technology, improvements 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.



	2005	2006	2007	2008	2009	2010	2011
Low	$105	$122	$145	$160	$177	$198	$223
Expected	$128	$150	$180	$204	$232	$271	$325
Optimistic	$158	$186	$226	$264	$314	$389	$521

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.

PRICING:

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TABLE OF CONTENTS: