

EBU TECHNICAL



## Adding value to 3D TV standards

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# MOST OFTEN HEARD AT THE NAB CONVENTION LAST WEEK

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The two greatest industry wide concerns:

1. That poor quality stereoscopic TV will 'poison the water' for everyone. Stereoscopic content that is poorly realized in grammar or technology will create a reputation of eyestrain which cannot be shaken off. This has happened before in the 30s, the 50s, and the 80s in the cinema.
2. That fragmentation of technical standards will split and confuse the market, and prevent stereoscopic television from ever being successful.
3. So, how do you think we (ITU, EBU, SMPTE, MPEG, ...) prevent them from happening?



# WHEN TO STANDARDISE 3D TV?

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1. Before proprietary equipment has been sold?
2. After there is common consent on the best technology choices?
3. After or before Blu Ray 3D TV formats are standardized?
4. BEFORE IT IS TOO LATE TO BE VALUABLE



# FIRST GENERATION 3D TV?

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1. 3D TV broadcast format to be based on HDTV (i.e 1080i or 720p L and R signals)?
2. Any receiver display (anaglyph, polarized, shutter, combination)?
3. HDTV broadcast channel compatibility?
4. Pixel accurate registration of L and R signals?
5. Strict limits on parallax?
  
6. Draft ITU Recommendation in October 2009 or May 2010?



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Thank you

