



# TOWARD WORLDWIDE STANDARDS FOR FIRST AND SECOND GENERATION 3D TV

## Workshop on Three-Dimensional Television Broadcasting

*Organised jointly by ITU-R, EBU and SMPTE  
Geneva, 30 April 2009*

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## The Objectives of this Workshop

- **The Initiative by ITU-R**
- **Stereoscopy is state-of-the art**
- **Ongoing Research world-wide**
- **Where to head for?**

## ITU-R NEWSFLASH (03 June 2008):

The ITU JOURNEY TO WORLDWIDE '3D TELEVISION' SYSTEM  
BEGINS

**3D Television is a general name for systems  
that provide viewers with a sense of depth  
similar to that we see in real life...**



## New ITU-R Study Question

Prof Mark Krivocheev, (Honorary Chairman of the ITU-R SG 6) made the proposal that the time was ripe for worldwide agreements on 3D Television, and the ITU-R Study Group 6 has agreed on **a 'new Study Question'** on 3D Television, that was approved by the ITU-R Membership.

The Question calls for contributions on systems that **include, but also go beyond stereoscopy**, and include technology that may record what physicists call the **'object wave'**. Holograms record in a limited way the 'object wave'. Will there be a way of broadcasting to record an 'object wave'? This remains to be seen. **No approaches are excluded at this stage.**

The 'Question' is essentially a **call for proposals for 3D Television.**

## World-wide Research work

Among the countries where 3D research has been undertaken for many years are the United States, France, UK, Italy, Canada, Japan, Korea, Germany, and Russia (though this is far from a complete list)

In Europe, the EC is currently funding a large series of projects for 3DTV, including multi-view, mobile 3D and 3D search:

3D-Phone, 3D4YOU, Mobile3DTV, Real3D, Helium3D, 3D-Presence, 2020 3D Media, i3DPost, Victory, ...

**More to come** from the evaluation of FP7-ICT-4 (call closed on 1 Apr 09)

## Where to head for?


Stay tuned at this workshop, the 1<sup>st</sup> in a series planned, jointly organised by ITU-R SG 6, EBU and SMPTE

Contribute to the **standard making**

Contribute to the work of ITU-R SG 6 (via your telecommunication authority or as a Sector Member)

Be included in the EBU project groups as public service broadcaster

Contribute to the SMPTE



You are invited to contact ITU-R  
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