

3-D and Beyond

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About RGB Networks



- Focus:
 - Enabling video service providers to migrate to IP Video & 3 screens
- Market:
 - MSOs and TelCos
- Products:
 - Transcode, Transrate, Groom, Statistical Multiplex, EAS/Graphic Overlay, Ad insertion, QAM/RF modulation

Viewing 3D In Perspective



- “People won’t want to sit around their living room wearing bulky glasses” -- Christine Heckart - General Manager of Marketing and Business Development, TV, Video & Music Business, Microsoft Corp.
- Not interoperable between manufacturers
- \$600 for a family of 4
- Glasses over glasses - will create new and horrific taunts: “6 eyes”

3D TV Sales Don't Stand Out

- Consumer Electronics Association (CEA) 3D TV sales projection for 2010:
 - Dec 2009: 2.2M TVs
 - Jan 2010: 4M TVs
 - Mar 2010: 1M TVs
- Other forecasts: 1M in 2010 going to 9M in 2012 (DisplaySearch)
- Compare with around 230M TVs Worldwide in 2010
- Do consumers want to update... again?

Other Issues that Pop Out



- Content:
 - Yes: DirecTV, Discovery, BSkyB, ESPN...
 - But ... only 8 films in 2008, 20 films in 2009
- Specs:
 - MVC isn't so efficient → HD 3D is bandwidth-expensive
 - Side-by-Side or Top-and-Bottom 3D is not HD

So.... Will There Be Relief?



- Lots of hype on 3D but hurdles remain:
 - Glasses remain a question
 - Low penetration
 - Dearth of content

..... stay tuned

Thank you