



3D@HOME CONSORTIUM AND MPEG IF PUBLISH GLOSSARY ON 3D VIDEO QUALITY

Providing a Common Language for Video Experts Improves Development Cycle Time

San Jose and Milpitas, Calif., Sept. 2, 2010 – The 3D@Home Consortium and the MPEG Industry Forum (MPEG IF) today announced the release of a new glossary of terms for providing a common language for discussing, identifying and improving the subjective quality of stereoscopic (i.e. 3D) video. Over 235 terms are defined within this comprehensive glossary, targeted at 3D videographers and their crews, post production, and test facilities. It is designed to facilitate their communication on the many distinctive aspects of digital production, testing, encoding and compressing, when considering three dimensions rather than just two.

The terms were identified and defined in a joint effort by a Project Team of the 3D@Home's Consortium's Content Committee (ST1) and MPEG IF's 3D Working Group, both lead by Sean McCarthy, Ph.D., from Motorola Mobility. Dr. McCarthy notes, "As a vision scientist, I am pleased to have, in one place, a reference guide to this new terminology. When all individuals involved in a project are referencing a similar vocabulary, then communication can be clear and unambiguous. That shortens creation, evaluation and development cycles and avoids costly errors."

Rick Dean, chair of the 3D@Home Consortium and senior vice president at THX, commented, "3D@Home Consortium is pleased to add this document to its library of vital resources for its members and the industry at large. We continue to strive to provide tools that can be utilized extensively by experts and novices alike as 3D video creation and analysis techniques develop further. The glossary will also serve as a natural tool for reference as training materials, best practices documents, presentations, and other communication vehicles are developed."

The glossary is considered a 'living' document and subsequent revisions and updates are anticipated. Because, when working with video creation many of the terms are often more easily demonstrated visually than in written form, plans are in place to expand the written definitions with multimedia examples available online.

The glossary, available today in PDF format, can be found at www.3DatHome.org, or at www.mpegif.org/ or by requests via email to info @ 3DatHome-dot-org. An online, interactive and searchable glossary will be forthcoming in several months.

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About 3D@Home Consortium

Comprised of more than 40 companies representing the entire 3D development channel from North America, Asia and Europe, the consortium is working to accelerate the adoption of quality 3D technology in the home by enabling an entire "system" of products that will broadcast, play, and display 3D content. More information is available at www.3DatHome.org.

About MPEGIF

The MPEG Industry Forum is an independent and platform neutral not-for-profit organization representing more than 35 international companies and organizations from diverse industries with the goal to facilitate and further the widespread adoption and deployment of MPEG and related standards in next generation digital media services. It provides a forum to exchange information and views on technological, economic and regulatory issues that are relevant to these services. It also provides a powerful industry voice advocating the adoption of standards and consolidating the direction of the industry in the time of transition from analogue to digital television and media services.

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