Stereoscopic 3D TV
From the cameras to post production and broadcast

- **“3D TV”**
  - Mark Northeast, VP Sales, Quantel

- **“Single lens 3D technology”**
  - Payman Sultani, ISee3D &
  - Tom Mitchell P.Eng., CTO and Director, ISee3D

- **“Shooting live 3D events”**
  What we have learned along the way
  - David J. Woods, 3reedom Digital

- **“3D in the living room”:**
  From stereoscopic TV, DVD players and interactive games consoles.
  - Jean-François Ridel, Sensio Technologies

Organisateur/Organiser:
Pierre Louis Landry, Incospec 450-686-0033 x108

Commanditaires/Sponsors:

- INCOSPEC
- Radio-Canada
Site SMPTE Montréal

Date: 17 novembre 2009
Endroit: CEGEP du Vieux Montréal
Titres / Méta données - Défis pour les systèmes de broadcast d’aujourd’hui - Mr. Randy Conrod, Harris Corp.
3D / Télévision Steréoscopique – Vue d’ensemble - M. Michel Proulx, Miranda Technologies

Invitation Française: Avis Soirée Metadata et 3D
Invitation Anglaise: Notice Metadata and 3D Evening
Photographies: SMPTE Montreal et 3D photos
Présentation Harris: Metadata Challenges SMPTE Montreal
Présentation Miranda: Non Disponible

Date: 27 octobre 2009
Endroit: Télé-Québec
Titre: Éclairage pour la Télévision HD - Mr. Gary Thomas, Vidosensce
Maquillage pour la Télévision HD - M. François Cyr, SRC
Invitation Française: Soirée Éclairage et Maquillage pour la HD
Invitation Anglaise: Lighting and Makeup for HD Evening
Photographies: Photographes Éclairage et Maquillage pour la Production HD
Présentation Videssence: Présentation Videssence Presentation

Date: 10 juin 2009
Endroit: Radio-Canada
Titre: Soirée NAB 2009 - Pierre-Louis Landry
Invitation Française: Avis Soirée Post NAB 2009
Invitation Anglaise: Notice Post NAB 2009 Evening
Présentation: Présentation Post NAB 2009
Photographies: Photographes Post NAB 2009

Date: 19 mai 2009
Endroit: Télé-Québec
Titre: Soirée ATSC - Harris
Invitation Française: Avis Soirée ATSC - Harris

3D or Stereoscopic

Section 6

Eight 3D Movies We’re Looking Forward To

Two Worlds, Three Dimensions

"Blending Classic and Digital Techniques for a Timeless Experience"
- Described his stop-motion animated filmmaking style in terms of delivering the warmth of a vinyl recording in the digital MP3 music world.
SMPTE announced the requirements for a stereoscopic 3D Home Master standard

- The SMPTE 3D Home Master provides high-level image formatting requirements for the source materials authored and delivered by content developers.
  - It also spells out requirements for the delivery of those materials to all distribution channels—from physical media to terrestrial, satellite, cable and other streaming service providers.

- The SMPTE task force recommends a mastering standard based on 1920x1080 pixel resolution at 60 frames per second and per eye.

- More than 200 people from 13 countries, representing Hollywood, broadcasters, cable and DTH service providers as well as consumer electronics manufacturers and semiconductor companies collaborated on the SMPTE 3D Home Entertainment Task Force.

TC-10E40 WG on 3D Home Master

*TV Technology, May 4, 2009, 8:25 AM ET*
Hot off the Press

Or seen not too long ago…
IMAX Corporation and Walt Disney Studios Motion Pictures announced that Disney's *A Christmas Carol*,

- the spectacular Disney Digital 3D(TM) holiday release from director Robert Zemeckis and starring Jim Carrey,
- crossed the $20 million mark at IMAX(R) theatres during Thanksgiving weekend.
- The IMAX release grossed **$3.3 million from 182 IMAX theatres domestically during the weekend from November 27 through November 29, 2009** - a noteworthy 53% increase over the previous weekend - registering 21% of the film’s total domestic fourth-weekend gross of $15.9 million on approximately 3% of the screens.
- The film’s domestic IMAX total is now at $16.5 million.

**US Thanksgiving weekend**

21% of the film's total domestic 4th weekend revenues from 3% of total screens
Industry Trends 2010

FIFA has granted Sony the right to record up to 25 games from the tournament in South Africa,

December 7, 2009 - 8:16AM

- To be broadcasted in demonstration booths at FIFA events in Berlin, London, Mexico City, Paris, Rio de Janeiro, Rome and Sydney in June and July of next year.
- Sony also will produce and distribute the official 3D film of the 2010 World Cup after the event. Its right to broadcast games live during the tournament is still being negotiated.
Industry Trends

3D coming to you soon?

- 10/08/2009 - Sky to Launch 3D TV in 2010

  Sky has announced that it will launch the UK’s first 3D channel next year. The channel will offer a broad selection of the available 3D programming, which is expected to include movies, entertainment and sport.
Industry Trends 2010

- Shown at InterBee 2009
  - Sony 280-inch 3D LED display headed to Mr. Lee's Greater Hong Kong

November 18th to 20th, 2009
3D to the home in 2010

- LG LM230WF4
- Sony Bravia LCD 3d TVs
- Samsung 58” 3D PDP at KES 2009
- Panasonic 50” Plasma
- Samsung 55” LCD @ 240HZ
Old news

- Developed the world's first Full HD 3D Plasma Home Theatre System based on a
  - 103-inch PDP (Plasma)
  - Blu-ray Discs,
    - CEATEC JAPAN 2008.
Industry Trends
Panasonic 3D

- Coming soon:
  - A professional version:
  - From capture to edit.
Industry Trends

Panasonic Blu-ray 3D

- Starts shipping stereo 3D equipment in 2010 after Blu-ray disc association (BDA) approves the “3D expanded standard”.
Sony will also develop 3D compatibility into many more of its devices, such as

- Blu-ray Disc products,
- VAIO and
- PlayStation®3,
Sony Develops High Frame Rate Single Lens 3D Camera Technology

- Captures natural and smooth, high quality 3D images at 240fps - 01/10/2009
Mais avant de commencer....
Welcome Mr. Ray Cross

- Quantel, UK Chairman
  - One of the leaders for Q-series products success
  - Creating the direction of becoming more of a service-oriented business, not just product company,
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