

# Overview of the 3D @ Home Consortium

Chris Chinnock  
President, Insight Media  
Board member, 3D@Home Consortium



- To speed the commercialization of 3D into homes worldwide
- To provide the best possible viewing experience by facilitating
  - Development of standards & roadmaps
- Education for the entire 3D industry
  - From content, hardware and software providers to consumers

# Why We're Needed

- There is a clear need for an industry resource that can provide basic, unbiased information
- There is a need to remove roadblocks to speed commercialization of 3D to the home
- There is a need to facilitate communication of technical and business information throughout the industry

## Board Level Members



## Leadership Level Member



## Basic Level Members



- Currently have 41 participating companies (Mar 2009)
  - 6 board level:
    - Intel, Philips, Samsung, Sony, Sigma Designs, LG Electronics
  - 6 Leadership level:
    - Disney, Mitsubishi, Thomson, XpanD, Turner Broadcast Systems, Open Sky
  - 29 Basic level
- Strong Worldwide presence with range of company sizes

## Membership Packages

### Basic Member

- \$5K/year
- Serve on all committees, subcommittees, working groups
- One person to attend quarterly meetings
- Listing on and access to website
- Submit white paper(s), tutorials

### Leadership Member

- \$15K/year
- Eligible to chair committees, subcommittees, working groups
- Two people to attend quarterly meetings
- Listing on and access to website
- Submit white paper(s), tutorials
- White paper review committee
- Access to IM's quarterly market and technology sessions
- Contribution to web content/development

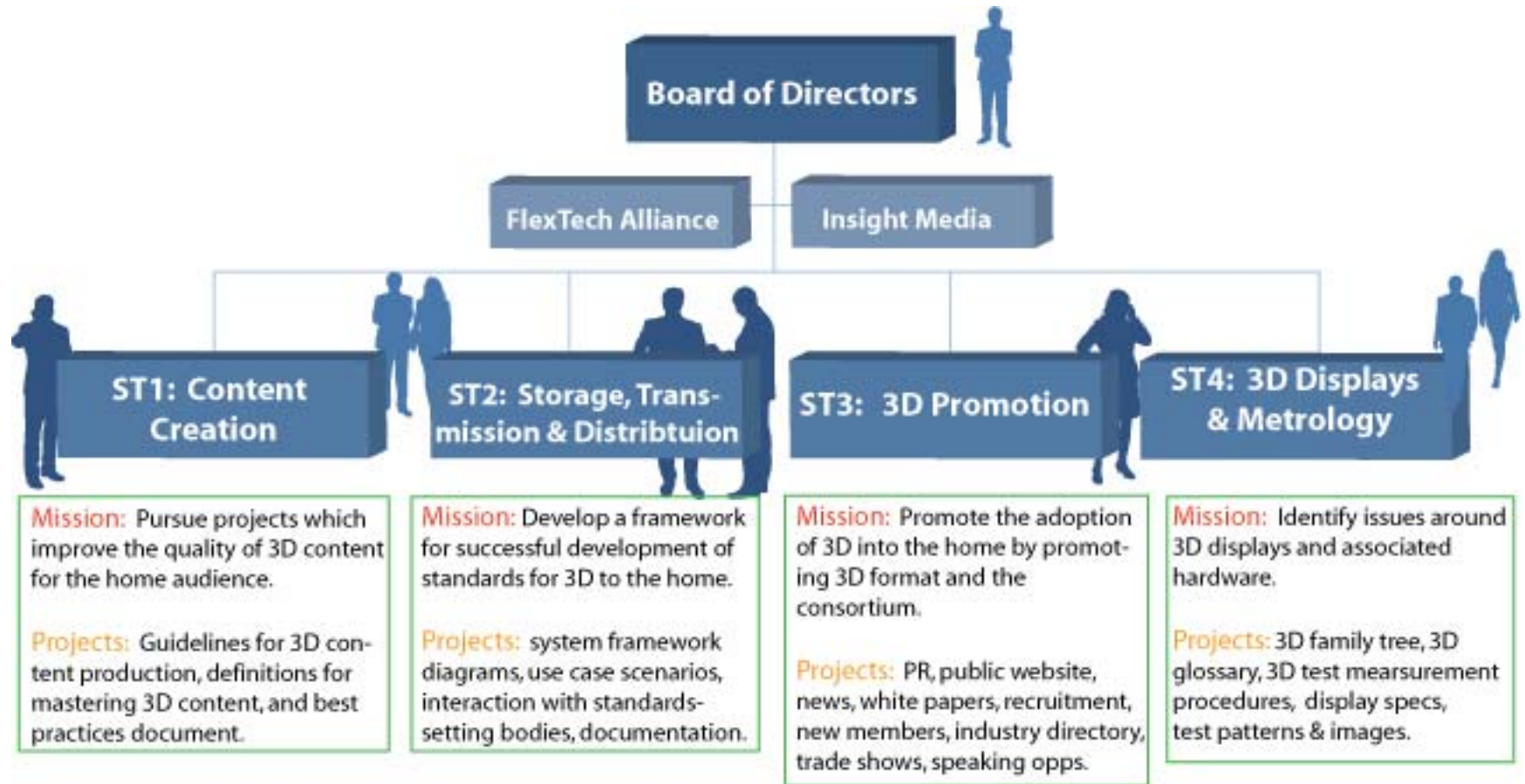
### Board Member

- \$30K/year
- Seat on Consortium Board of Directors
- Eligible to chair committees, subcommittees, working groups
- Unlimited attendees at quarterly meetings
- Submit white paper(s), tutorials
- Listing on and access to website
- White paper review committee
- Access to IM's quarterly market and technology sessions
- Contribution to web content/development

- **Contribute**
  - Technical committees
  - Guide the industry progress
- **Gain more company visibility and credibility**
  - Industry briefing documents
  - White papers
  - Webinars
  - Industry directory
  - Joint PR
  - Joint exhibition
  - Speaking opportunities
  - Establish leadership role
- **Business development**
  - Gain access to key decision makers throughout the 3D industry
  - Competitive intelligence
  - Comprehensive industry knowledge

- Describes operating policies, membership levels, dues, voting policy, dispute resolution
- Describes confidentiality and IP policies
- Executed by participating companies and FlexTech (acting on behalf of the Consortium) and approved at the Board level.
- Required for participation in steering teams, access to consortium intranet/website, and members-only meetings.

# Organizational Chart



- Each Board Level Company may designate one person to serve as a Member of the Governing Board for the Consortium
- Board can also appoint up to 4 additional directors, including at least one each from the Basic and Leadership Members
  - Three have been appointed thus far, 1 Leadership, 2 Basic
- FlexTech and Insight Media have non-voting membership status

- FlexTech role:
  - Administrative support
  - Serve as Managing Director
  - Web site management
- FlexTech & Insight Media together:
  - Co-organize quarterly meetings
  - Co-support steering teams
  - Interim Leaders of ST3 and ST4, respectively
  - Special market/technology briefings/reports
  - Web site content

- Steering Teams drive the agenda of the consortium
- All Consortium members can participate in steering teams
- Priorities and tasks of the steering teams are decided by members of those teams

- **Steering Team Chairman:**
  - Lead the Team in identifying priorities
  - Lead the Team in identifying project teams and action items
  - Set the calendar and create agendas for Team meetings
  - Run Team meetings
- **Serve as a member of Project Teams**
- **Utilize 3D@HOME staff for communication, reports, or other services as needed**
- **Represent, or designate a representative of the Consortium to other relevant organizations**
- **Report on Team activities to Governing Board**

- ST1 – 3D Content Creation/Production (Led by Philips)
- Developing document to describe quality content creation
  - Artistic Aspects
  - Capturing
  - Post production
  - Mastering
- Member companies in process of writing
  - THX, 3ality, In-three, Thomson, HHI, Philips, Sensio
- Possible future projects
  - Cooperation in development of industry and consumer education and training programs
  - Cooperation with relevant evaluation labs and institutes

- ST2 – 3D Content Storage / Transmission / Distribution (led by Samsung, with Thomson as Vice-Chair)
- Developing system framework diagrams
  - Flow charts and connection diagrams from mastering formats thru distribution channels to homes and TVs
- Developing use case scenarios for in-home consumers
  - Details of combinations of connection scenarios
- Developing standards bodies interaction matrix
  - Main short term focus on SMPTE, BDA, CEA
- Working on anaglyph statement in cooperation with studios
- Will support standardization efforts with documentation and user requirements
- Possible future projects
  - Expanded standards body support
  - Expanded industry and institute support

- We develop relationships with standards bodies
  - Develop requirements & needs
  - Facilitate intra-body communication
  - Provide an industry voice
- Our relationships:
  - DVB
  - ETSI
  - MPEG
  - ATIS
  - Open IP TV Forum
  - CableLabs
  - ATSC
  - SMPTE
  - BDA
  - DCI
  - VESA
  - CEA
  - HDMI
  - DLNA
  - ICDM
  - ATIS-IIF
  - DCP LLC
  - WirelessHD (WiHD) Consortium
  - WHDI SIG
  - VESA
  - OMA-Bcast
  - DLNA
  - UPnP Forum
  - ISO/ANSI
- The 3D @ Home Consortium is not a standards body

- ST3 – 3D Promotion (led by FlexTech)
- Developing public web site
  - White papers and education documents
  - Webinars
  - Databases of 3D movies, live events, packaged media and products
  - Basic news service
  - 3D industry directory
- Developing member only web site
  - KAVI backend for communication and document sharing
  - Value-added news service
  - Special meeting and trade show coverage
- Developing 3D education and promotion campaign
  - Joint conference space
  - Joint press releases
  - Member company promotion
- Possible future projects
  - Expanded communication, education and promotion programs



- April 08: Launch at NAB
- May 08: SID
- June 08: Dim3 (France)
- Oct 08: 3D Bix-Ex
- Jan 09: CES
- Feb 09: Broadcast Video Expo (London)
- Apr 09: Digital Cinema Summit and NAB

- ST4 – 3D Displays and Metrology (led by Insight Media)
- Working on 3D Family Tree and 3D glossary
  - Reaching consensus now with ICDM (International Committee for Display Metrology)
- Working with member companies to validate 3D test measurement procedures
- Developing matrix of 3D display "care about" specs
  - Will support CEA 3D task force
- Possible future projects
  - Develop test patterns and images
  - Develop test and evaluation programs
  - Develop a certification or logoing program

- First year of operation has grown our membership to over 40 companies
- Have set a good track record of accomplishment in each steering team, with much work in progress
- Relationships established with key standards bodies – SMPTE, CEA and others
- 3D@Home is providing an industry resource that can provide basic, unbiased information and a network for interaction with the 3D value chain
- Membership provides tangible benefits

## FlexTech

Mark Hartney

84 W. Santa Clara St., Suite 630

San Jose, CA 95113 USA

408-993-8111

[Mark.hartney@flextech.org](mailto:Mark.hartney@flextech.org)

## Insight Media

Chris Chinnock

3 Morgan Ave.

Norwalk, CT 06851 USA

1-203-831-8464

[Chris@insightmedia.info](mailto:Chris@insightmedia.info)



[www.3DatHome.org](http://www.3DatHome.org)