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## Consortium News

### 3D Television Press Resources at the 2010 International CES

Dec 15, 2009

3D Television will be a headline-maker at the upcoming 2010 International CES. To help you find what's new and noteworthy we encourage you to take advantage of the following press resources and events:

#### Guide to 3D@CES

Published by the 3D@Home Consortium, on January 7, this comprehensive listing of companies exhibiting at CES (including both companies exhibiting in the Experience 3D Tech Zone and those elsewhere on the exhibit floor) will help you scout out the news. The guide, also including a backgrounder on 3D technology, will be available at the 3D@Home Techzone and can be downloaded from [www.3dathome.org](http://www.3dathome.org).

#### Experience 3D Tech Zone at CES

The following companies will showcase their 3D technology at this TechZone located in the Central Hall of the Las Vegas Convention Center.

- 3DMedia
- Aerial 3D Display Project
- FujiFilm U.S.A. Inc.
- HDlogix
- Hyundai IT America
- Mitsubishi Digital Electronics America, Inc.
- Sensio Technologies, Inc.
- TDVision Systems Inc.
- Technicolor

#### Learn about 3D

Two conference programs will be offered on Thursday, January 7 focusing on 3D.

#### 3D Hope or Hype

1:30 – 2:30 p.m. N256, North Hall, Las Vegas Convention Center

3D has enjoyed a resurgence in theaters with movies such as *Monsters vs Aliens* leading the way. But what about 3D at home? Which, if any, of the competing technologies will prevail, and how does today's 3D differ than the 3D fads of the past?

#### Entertainment Technology@CES

10:00 a.m. – 4:30 p.m. – N260, North Hall, Las Vegas Convention Center

3D for the home, over-the-top services and mobile distribution of content are some of the most pressing issues and opportunities facing the entertainment industry. The Entertainment Technology Center at USC brings together the major Hollywood studios, consumer electronics and technology/services companies to collaborate on solutions for next-generation content delivery.

#### 3D@Home Meeting

Friday, January 8, 7:30 – 11:30 a.m. Las Vegas Hilton Rooms 1 and 2

At this meeting, there will be updates from our Steering Teams and various standards organizations around the world that are looking at defining 3D requirements. The meeting will end with a roundtable discussion on the direction of 3D, where the challenges lie and the opportunities for overcoming them. Pre-registration is required! To reserve a seat, please contact: [Heidi@3Dathome.org](mailto:Heidi@3Dathome.org).

For more information on 3D at CES please contact:

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