

## 3D in the Consumer Marketplace

By Mike Tsinberg - March 2013

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**Acceptance of 3D TV into consumer marketplace is very weak to say the least. It can be explained by a few factors:**

**In custom installation market we deal with basically five different types of twisted pair use:**

- **Content production is more expensive. You need two cameras and double production and postproduction equipment and additional manpower. You also cannot transfer old content into 3D. So you have to create all the new content from scratch. Therefore the speed of new content introduction is very slow.**
- **Transmission of 3D requires more bandwidth. Most of HD content transmitted today is in 720p/60 or 1080i/60 formats. Some of the 3D formats require 1080p/48 format that is approximately 50% more bandwidth. In any cable, satellite or internet network that will require more data rate that can be used for extra programming.**
- **Watching 3D content requires glasses. Most of the consumers are uncomfortable with wearing extra glasses.**
- **Some of the consumer report headaches from 3D TV. 3D delivers different picture to each eye creating depth perception. Sometimes this depth is not as accurate as our brain depth recreation from 2D pictures. This conflict maybe a cause of discomfort.**

**Recent announcements by ESPN and BBC dropping 3D projects probably results of the many listed factors in 3D acceptance.**