

# “Growth Scenario of 3D Consumer Market 2011” The 3D New Wave and the Future Image

## Over view

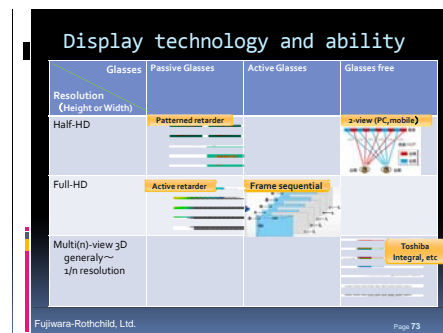
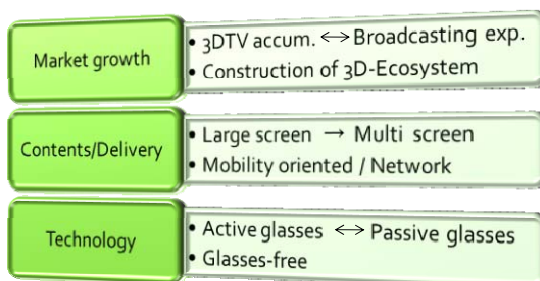
According to the analysis by FRL, return of 3D started in 2009 will not finish as “boom” but continue to be established as platform. FRL analyzed the challenges that 3D consumer market is currently facing and its direction of the solution and directions of each company from various perspectives. To positively raise contents/distribution/platform, it is inevitable to depart from dependence on Hollywood and to be convinced and innovates the direction of challenge of 3D display.

## Analysis

### 3D consumer market coming to the resting place

Various consumer products such as TV, camera, video camera and smart phone supporting 3D came on the market, but appeal power to lead the market with 3D is not sufficient overall.

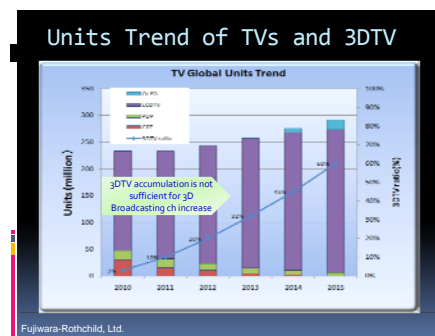
Although 3D display came up from 4” to 100” of projector, it is limping due to lack of contents of each 3D platform and optimization of distribution method.



### 3D broadcasting that does catch up display technology and its enhancement and standard

It is one of the big reasons for that 3D market is on the resting place, now. Although full-HD display technology is the mainstream in the market, broadcasting deliver contents by Side-by-Side and 3D channel which does not increase have expanded the sense of landing.

Network will be the most important delivery in the future.



## **Toward new growth through the resting place**

The trend of mobility, Internet-connectivity, social networking and smart-devices creating strong demand in 2D has the solution for 3D toward new growth through the resting place. As FRL has maintained, it requires to positively raising three major factors for 3D consumer market growth, contents/delivery/platform correcting imbalances of each element of evolution. Especially, balance between contents and evolution of display capability is the key of the 3D consumer market growth.

## **3D Display Technology**

There is much kind of Displays in the market. The display characteristics are described and the future requirements are analyzed. .

Why 3D images are not positioned as a higher quality like a SLR and a 4k2k 2D? What is the 3D image quality which should be aspired for the future of 3D consumer market?

Technology should be fully discussed with consideration such questions. The evolution of the technology is analyzed with taking these points into account in this report.

## **Other Analyses**

Analyses of Market of the 3D consumer products, the technology, growth scenario, Contents solution, Patent analysis and IFA/IBC/Hollywood 3DE reports etc.

## **About the 「Growth Scenario of 3D Consumer Market 2011」**

FRL has been analyzing the 3D consumer market focused on three major elements of the content / delivery / platform. As the culmination of the previous 3D analysis, based on a detailed analysis of the overall market situation of 3D, in this report, the essential elements to develop the strategy for future growth of the 3D consumer market is analyzes and major driving factors that contribute to the growth of 3D consumer market is also revealed.

## **PRICE**

Market Research Report 「**Growth Scenario of 3D Consumer Market 2011**」 115pages  
Published October, 2011

Price	Hard covers	¥500,000
	Hard cover with PDF	¥550,000