

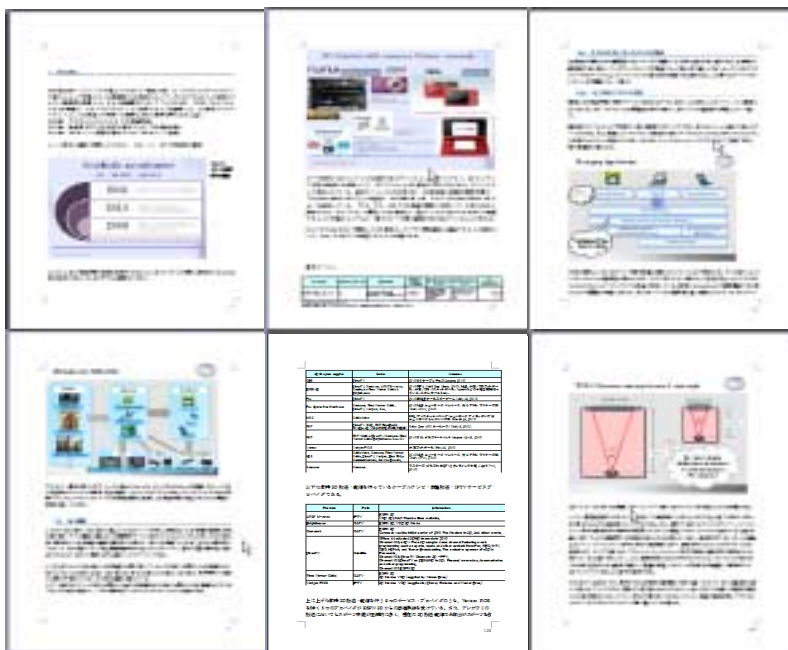
New 3D Wave and its Future Image

~Contents, Delivery, Platform as a Key for Successful 3D Business~

[Overview]

2010 became a historic year as the first year of the 3D consumer market, such as that 3DTV and other 3D consumer products were released in a series caused by success of the 3D movie “AVATAR” (2009). In addition, autostereoscopic TV, 3D smartphone will be released in December, 2010 and the release of 3D portable game console “3DS” is coming in February, 2011. It is expected that 2011 will be the right year as “the first year of 3D mobile” and we should keep our eyes on the 3D consumer market.

However, rich 3D contents are essential for 3D consumer market growth and the delivery path should encourage contents penetration. In this report, FRL provides the substance and quantity trend of 3D contents, commentary of the contents delivery format and evolution analysis of delivery and platform that is diversifying on the medium-term perspective brought by format change, resulting success of 3D consumer market. This report is aiming at clarification of 3D contents future image as a key for 3D consumer market expansion and contribution to increase of business chances.



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