

Sony to Bring 3D Home in 2010

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At a press conference held in Berlin, Germany on the eve of IFA 2009, Sony Corporation announced plans to lead the way in delivering new 3D viewing experiences by bringing 3D to the home in 2010.

Sony's 3D compatible "BRAVIA" LCD TVs incorporate frame sequential display and active-shutter glass systems, together with Sony's proprietary high frame rate technology to enable the reproduction of full High Definition high-quality 3D images, and will form the centerpiece of Sony's 3D entertainment experience for the home. This is a method of 3D display whereby the television set alternates the image for the left and right eye, and glasses open and shut in sync with the image on the screen.

In addition to 3D compatible "BRAVIA" LCD TVs, Sony will also develop 3D compatibility into many more of its devices, such as Blu-ray Disc products, VAIO and [PlayStation 3](#), to provide a multitude of ways in which 3D content - from 3D movies to stereoscopic 3D games - can be enjoyed in the home.

In the growing industry of 3D cinema, [Sony](#) has supported and driven the expansion of 3D by providing a wide variety of professional equipment for the shooting, production and screening of movies in 3D. The number of digital 3D screens is increasing rapidly, and is expected to reach 7,000 by the end of 2009.

Source: Sony

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