

# Final Blu-ray 3D Specification Announced

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The Blu-ray Disc Association (BDA) today announced the finalization and release of the "Blu-ray 3DTM" specification. The specification, which represents the work of the leading Hollywood studios and consumer electronic and computer manufacturers, will enable the home entertainment industry to bring the 3D experience into consumers' living rooms on Blu-ray Disc, the most capable high definition home entertainment platform.

"Throughout this year, movie goers have shown an overwhelming preference for 3D when presented with the option to see a theatrical release in either 3D or 2D," said Victor Matsuda, chairman, BDA Global Promotions Committee. "We believe this demand for 3D content will carry over into the home now that we have, in Blu-ray Disc, a medium that can deliver a quality Full HD 3D experience to the living room."

The "Blu-ray 3D" specification fully leverages the technical advantages of the Blu-ray Disc format to deliver unmatched picture quality as well as uniformity and compatibility across the full range of Blu-ray 3D products, both hardware and software. Notably, the specification allows every Blu-ray 3D player and movie to deliver Full HD [1080p](#) resolution to each eye, thereby maintaining the industry leading image quality to which Blu-ray Disc viewers are accustomed. Moreover, the specification is display agnostic, meaning that Blu-ray 3D products will deliver the [3D image](#) to any compatible 3D display, regardless of whether that display uses LCD, Plasma or other technology and regardless of what 3D technology the display uses to deliver the image to the viewer's eyes.

"From a technological perspective, it is simply the best available platform for bringing 3D into the home," said Benn Carr, chairman, BDA 3D Task Force. "The disc capacity and bit rates Blu-ray Disc provides enable us to deliver 3D in Full HD 1080p high definition resolution." The Blu-ray 3D specification is also designed to allow PS3 game consoles to play back Blu-ray 3D content in 3D. Additionally, the specification supports playback of 2D discs in forthcoming 3D players and can enable 2D playback of Blu-ray 3D discs on the large installed base of Blu-ray Disc players currently in homes around the world.

The Blu-ray 3D specification calls for encoding 3D video using the Multiview Video Coding (MVC) codec, an extension to the ITU-T H.264 Advanced Video Coding (AVC) codec currently supported by all Blu-ray Disc players. MPEG4-MVC compresses both left and right eye views with a typical 50% overhead compared to equivalent 2D content, and can provide full 1080p resolution backward compatibility with current 2D [Blu-ray Disc](#) players. The specification also incorporates enhanced graphic features for 3D. These features provide a new experience for users, enabling navigation using 3D graphic menus and displaying 3D subtitles positioned in 3D video.

The completed specification will be available shortly and provides individual manufacturers and content providers with the technical information and guidelines necessary to develop, announce and bring products to market pursuant to their own internal planning cycles and timetables.

Source: Blu-ray Disc Association

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