

# Masters will have breakthrough 3-D broadcast

March 15 2010

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A general view of the 6th hole during a practice round prior to the 2009 Masters Tournament at Augusta National Golf Club. In an unprecedented broadcasting move, the 2010 Masters will be produced and broadcast live in 3-D, Augusta National Golf Club chairman Billy Payne announced on Monday.

In an unprecedented broadcasting move, the 2010 Masters will be produced and broadcast live in 3-D, Augusta National Golf Club chairman Billy Payne announced on Monday.

Multiple 3-D cameras will be strategically placed across the famed course, resulting in views never before seen of the former nursery site that has become the home of the first major championship of each year in early April.

The production, which will primarily focus on the back nine, will be

distributed live to US 3-D capable television sets and computers.

"Innovation has always been part of Masters tradition," Payne said.

"Utilizing this technology marks another important milestone in allowing our at-home patrons to better experience the beauty of our course and excitement of our tournament."

Two hours of live afternoon 3-D coverage will be available starting with the Masters Par 3 Contest on April 7 and each day of the April 8-11 event.

[Sony](#) Electronics will sponsor the 3-D telecast and supply camera equipment while [Comcast](#) will distribute the 3-D content free to US households and help IBM provide the 3-D feed over the Masters website.

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Citation: Masters will have breakthrough 3-D broadcast (2010, March 15) retrieved 30 April 2024 from <https://phys.org/news/2010-03-masters-breakthrough-d.html>

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