

# Sony to film World Cup games in 3D

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Visitors watch 3D images inside a black box through special glasses at the Sony showroom in Tokyo in January 2010. The upcoming FIFA World Cup games will for the first time be filmed in 3D and broadcast in selected public viewing areas across the world, technology company Sony said on Tuesday.

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"Last year we brought you the first World Cup games in HD, now we bring you the [3D technology](#) which will make fans feel like they are part of the action," said Kiyoshi Shikano, head of [Sony](#) global sales.

The spectacular opening ceremony will also be shown in 3D to fans at six FIFA viewing sites in cities around the world, including Berlin, Paris and Rio de Janeiro.

The music video of the official World Cup song, Waka Waka featuring Shakira, had also been shot in 3D technology.

Sony, the giant electronic company, is one of the FIFA commercial partners.

The [World Cup](#) games start on Friday and end on July 11.

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