

S.Korea's LG aims to sell 400,000 3D TVs next year

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A view through special glasses of a 3D TV program during a trade fair in Cannes, southern France in October 2009. South Korea's LG Electronics announced Tuesday it plans to sell 400,000 three-dimensional televisions next year by teaming up with local digital satellite broadcaster SkyLife.

South Korea's LG Electronics announced Tuesday it plans to sell 400,000 three-dimensional televisions next year by teaming up with local digital satellite broadcaster SkyLife.

LG Electronics, the world's third-biggest liquid crystal display TV maker, said it aims to sell 3.4 million 3D [television](#) sets in 2011.

LG, which launched its first 3D flat-screen TV in August, expects the global market to expand sharply, driven by an increase in content with 3D features and also by steep demand during the Olympics and the World Cup.

Nearly 60 percent of consumers at home and abroad are willing to purchase 3D televisions, it said.

SkyLife said it would invest some 30 billion won (25.9 million dollars) in developing 3D content -- one of the industry's major challenges -- over the next three years.

LG said its partnership with SkyLife would help produce 3D images which do not cause eye strain or dizziness, an issue that has plagued previous technologies.

Viewers should wear special glasses to watch 3D TVs, which give the illusion of depth on flat screens, it said.

LG aims to expand its market share in South Korea, North America and Europe next year before launching [3D TV](#) products in South and Central America and Asia in 2011.

Japanese firms have also raced to develop 3D-compatible sets to make up for their weak performance in flat-panel televisions compared to their Korean rivals.

Local market researcher Displaybank predicts the global market for 3D TVs will be worth 1.14 billion dollars next year before rising sharply to 15.83 billion in 2015.

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