



Stereo 3D technology and human factors

David Wood

Deputy Director

EBU Technology and Development

European Broadcasting Union

Day 1: Some points to think about...?

- We are probably in a 'stabilising' phase of 3DTV – the hype phase and the gloom phase are over?
- 3DTV will work this time around because.....
- There will be a large base of 3DTV sets in the public's hands by 2015. People buy 3DTV to 'future proof' their TVs (as well as to watch).
- Success will depend on what content is available, and how 'well' 3D programmes are made.
- Though there are individuals who have monoscopic vision, there is evidence that eye discomfort occurs mostly with individuals who already have 'problems'.
- Subjecting children to 3DTV may 'train' them to be flexible with their eye-brain functions. That is, 3DTV can make us healthier!



Day 1: Some points to think about...?

- 3DTV calls for the eye to changes in the point of convergence of the eyes – we have to ‘work harder’ than with 2DTV.
- There may be some tricks to reduce the eye discomfort of changes in convergence and the accm/verg conflict.
- Much experimental evidence is available from NHK, but they are not convinced there is enough evidence about the impact on children to start 3DTV broadcasting.
- To toe in or not to toe in? Its a trade off.
- BSkyB have a great story to tell. The 3D service in pubs and bars is technically known as ‘alcoscopic’.
- Sometimes, 3DTV can be the only way to do justice to the story to be told – capturing the live experience. PINA



Day 1: Some points to think about...?

- ZDF first 3D production I can't wait to see it!
- Composition of shots in (best) 2D is not same as (best) 3D. Football may call for some 2D shot inserts.
- **The 3DTV outlook is quite good! The health issues may not be serious as some feared. There will be a large base of 3DTV in the public's hands. Dietrich may even think of some more logos? We have all the tools and know how to create successful services!**

