

**22 Companies, Led by Disney, Philips and Samsung, Join as Initial Founding Members of the Alliance Aimed at Speeding the Adoption of 3D Entertainment in the Home**

LAS VEGAS, April 15 /PRNewswire/ -- The U.S. Display Consortium (USDC) and Insight Media have officially announced the formation of the 3D@Home Consortium, a non-profit alliance of high-tech industry leaders mobilizing to provide consumers with quality, yet affordable in-home 3D entertainment. The 22 international founding members of the Consortium were revealed at an opening meeting during the NAB conference and include Board Level members Philips and Samsung, Leadership Level member Walt Disney Studios Home Entertainment, and 19 other members including Thomson, IMAX, TDVision, 3DIcon, Corning, Planar Systems, QPC Laser, SeeReal, 3ality, DDD, In-Three, Quantum Data, Sensio, Fraunhofer Institute IMPS, Sim2, Setred, Universal Studios Home Entertainment, Holografika and Volfoni.

"This strong international group of founding companies is a testament to the wide spread interest and possibilities in stereoscopic 3D home entertainment," noted USDC CEO Michael Ciesinski. "We expect many more to join in the coming months with our efforts to help speed adoption of 3D in the home to begin immediately."

At the Consortium's first informational meeting at the Sahara Hotel in Las Vegas, Insight Media, USDC and several founding members, provided more details about the consortium's charter and direction.

The 3D@Home Consortium has been formed to accommodate the desire within the 3D industry to speed the commercialization of 3D home entertainment, while delivering the best possible 3D viewing experience to a worldwide audience of consumers. To achieve this objective, the group is focused on three primary short-term goals:

-- Creating and publishing useful technical roadmaps; -- Developing educational materials for consumer and retail channels; and -- Facilitating the development of industry standards and their dissemination.

"This consortium represents an important next step in driving advancements in the burgeoning 3D market," said USDC CTO Dr. Mark Hartney. "We see a host of new opportunities for cooperation and innovation on the horizon -- not only for display providers, but for those within every facet of the 3D technology chain -- and we look forward to working with the consortium members to promote these efforts."

Driven by the success of 3D in digital cinema, an entire new ecosystem is forming to develop the hardware, software, content and delivery mechanisms to bring 3D entertainment into the home. This will include 3D gaming, sports, movies and other entertainment. "In 2008, millions of TVs, capable of showing stereoscopic 3D content, will be purchased by consumers," noted Chinnock.

"The value of DLP, PDP and LCD TVs sold in 2008 that are capable of showing HD-quality stereoscopic 3D content is expected to exceed \$2 billion dollars, making this market large enough to attract the interest and attention of many players."

To organize the consortium, Insight Media and USDC listened to the concerns and objectives of many of the key industry players and crafted a mission statement and consortium focus that represents these concerns and objectives. As a result, the consortium includes four steering teams, to be filled as members come on board, organized around technology scope and function: 3D Content Creation and Production; 3D Content Storage, Transmission and Distribution; 3D Promotion; and 3D Displays. More details about the steering teams, membership packages and proposed organizational structure can be found at <http://www.3dathome.org/>.

**About Insight Media**

Insight Media is a leading publishing and consulting firm focused on the display industry. With its core team of world-class display experts, Insight Media tracks the technology, components, products, markets, applications, manufacturing and business aspects of consumer professional display markets. The company publishes daily and monthly news and analysis, as well as in-depth annual technology/market reports. It also hosts industry conferences, provides strategic and tactical consulting services, and offers industry

education via webinars and on-site seminars. More information is available at <http://www.insightmedia.com/>.

About the U.S. Display Consortium

The U.S. Display Consortium (USDC) is an industry-led, public/private partnership providing services to the flat panel display and flexible microelectronics industries. Headquartered in San Jose, Calif., the consortium's primary mission is to select and manage supply-chain R&D projects. USDC provides a communication channel among industry, government and the financial communities by distributing data and by sponsoring events that broaden the impact of technological developments. More information about the USDC can be found at <http://www.usdc.org/>.

3D@HOME CONSORTIUM FOUNDING MEMBER QUOTE SHEET

"As 3D technology transitions from the labs to the commercial world we see an essential role for Industry Bodies in accelerating the process. 3DIcon is one of a handful of companies focused on development and adoption of volumetric 3D and we expect to gain from and contribute to the 3D@Home Consortium's efforts to develop industry standards as well as aid in the rapid adoption of 3D in every walk of life."

Vivek Bhaman, 3DIcon

"As one of the leading providers of 3D content solutions for consumer devices including television, mobile phones and PCs, DDD welcomes the formation of the 3D@Home Consortium. The Consortium will provide an effective forum for the growing number of CE manufacturers, studios, broadcasters and 3D technology providers who now recognize the growing consumer demand for high quality 3D entertainment. Through the Consortium, DDD expects that the goals of the 3D market can be more rapidly delivered through the coordinated action of a unified industry body."

Chris Yewdall, DDD

"We are one of the leading European institutes for applied research in the field of 3D technology, including 3D image generation, compression, transmission and output, as well as stereoscopic displays and touchless 3D-interaction solutions. As such we are convinced that the 3D@Home Consortium will help to propel 3D solutions into consumers' homes by facilitating co-operation and joint efforts related to content creation, transmission and output devices. We feel we can contribute and discern much useful information as a part of this group."

Dr. Ulrich Leiner, Fraunhofer Institute for Telecommunications - Heinrich-Hertz-Institute

"Planar is a global leader in specialty displays and values 3D stereo as an emerging growth market for both consumer and commercial applications. As Planar continues to lead development in 3D Stereo display technology, we look to align with thought-leadership organizations such as the 3D@Home Consortium to continue the evolution of specialty display technologies."

Brian Carskadon, Planar Systems

"3D is here to stay and is becoming ubiquitous. Starting as a glasses based market, the consumer application market will soon transform into glasses free consumer applications, for which Philips has its auto stereoscopic solutions. Content must be scalable over creation, distribution and displays. We believe that depth information, like embedded in our WOWvx technology, is the key to success to B2B and B2C markets in both auto stereo and stereo solutions."

Jos Swillens, Philips 3D Solutions

"As television evolves, consumers are demanding are ality' more and more. So the video display and content industries have responded by evolving TV technology -- from black and white to color -- and from standard definition to high definition. We believe the next step in the evolution of TV will be 3-D technology. Samsung is committed to bringing the very best 3D video experience to its consumers. In 2007, we introduced our 3-D DLP television.

And in January of this year, we introduced our 3-D Plasma HDTV display. Samsung is joining the 3D@Home Consortium because it provides a good forum for discussing the best methods for creating, distributing, and displaying 3-D content as well as promoting the 3-D Home Experience to consumers."

Mr. Sungho Kim, Samsung Electronics.

"SIM2 Multimedia is the leading provider of high-end large screen systems (for control rooms, information, communication, and simulation) and professional projection systems for E-cinema applications. SIM2 decided to enter the 3D@Home Consortium trusting that the approaching developments in home applications will be good for the market and consumers. SIM2 is ready and willing to become active in ensuring a top-notch quality 3D experience in every home."

Dr. Domenico Toffoli, SIM2

"Quantum Data sees 3D as a rapid growth area in the consumer market. With the rapid evolution of 3D technologies needed to support that growth, the consumer electronics industry will need a way to reliably and quickly develop & manufacture 3D products that work seamlessly -- out of the box. Quantum Data has a proven track record for developing test tools for emerging technologies that simultaneously improve a manufacturer's time-to-market and interoperability with other manufacturer's products. Quantum Data looks forward to working with the Consortium as it invents test instruments that help manufacturers bring 3D products to market -- faster and without interoperability problems."

Mark Stockfisch, Quantum Data

U.S. Display Consortium