

3D, a new opportunity

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3D is the next step

- From black and white to high definition 3D

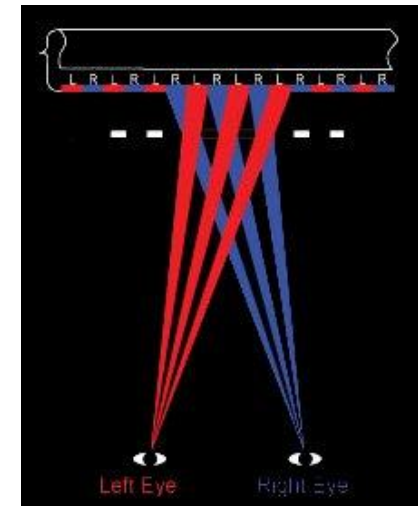


1955: 14', B&W



2008: 46', HD, 3D-Ready

- Stereoscopy:** on image per eye



Creating the illusion of depth

- With glasses

- Red and blue



- polarized



- LCD shutter



- Without glasses



3D everywhere

contents, theaters and TVs



- **More and more 3D movies**

- Hollywood's film directors shooting in 3D
 - Avatar (J. Cameron), 195M\$,
- Pixar, Dreamworks turning 3D in 2008

- **Mass market 3D displays**

- In France, 2500 of the 5300 movie theaters will be 3D-Ready by end 2009
- In the US, 500.000 3D-Ready TV by end 2007
 - 1.000.000 by end 2008
- TV manufacturers building 3D support into their HDTVs



Providing 3D contents an opportunity for Orange

