



First View: by Bruce MacLelland & Dan Small

For the first time, AVT staff attended **CES**, the **Consumer Electronics Show** in early January in Las Vegas. Normally, (for over 30 years) we have used NAB as the benchmark for where video and AV technology is headed. It was trickle down to the consumer. But my, how things have changed. Technology now trickles up, and it's fast and furious. From 3D TV to voice activated technology here are some of our insights from "**The Greatest Tech Show on Earth**". 3D was the primary discussion by the pundits that covered the show. From the **Today Show** to **CNN** most of the coverage focused on 3D. Every TV manufacturer, and there are a lots of them, had some form of a 3D flat screen. How will it affect the consumer TV viewer and how will it affect the video production side of our business? For starters, to view the screen in 3D, you must wear 3D glasses. There are a couple variables as to how this works, but the point is you must wear glasses or the picture will look like a bad comics page in the newspaper. The question is, will people wear glasses in their living room to watch TV ?



Most believe that producing 3D content is the key to the success of 3D flat screen sales. There is some content already available in the form of movies, nature documentaries, animation features and Play Station and Xbox games. However, most feel that the real reason why people will wear glasses to watch TV will be sports.



At CES, **Sony** announced an agreement with **ESPN** to produce a 3D sports channel. This agreement is for one year to see if it will catch on. We watched part of the recent Ohio State- USC football game in 3D, and this is what we saw. Camera angles from the 50 yard line, looking down on the field, looked almost 2D like, because there wasn't much depth of field between the foreground and the background. However, sideline and end zone shots, showed a great deal of depth. The cheerleaders were very separated from the people in the stands and the ball flying through the uprights towards the camera made you want to duck. It would be one thing watching a football game with glasses in your living room. It would be another thing watching a football game with everyone wearing 3D glasses in a sports bar .



What about producing 3D video? You will now use two cameras where you currently only use one. The basic way it works is to have two simultaneous images slightly offset to create depth. An easy way to understand this is to take pictures with your digital camera and use the software at www.3dmediacore.com to create 3D pictures. (Yes you need glasses to look at them.) Even at CES, which is a "consumer electronics" show, both **Sony** and **Panasonic** showed their initial versions of a 3D video camera. The Sony version (shown here at a football game) is basically two of their smaller HD cameras, strapped to a mirror

assembly that reminded us of a large teleprompter. The Panasonic approach was to show a prototype of a single camera with a double barrel lens attached to it. This appeared to be more conceptual than realistic at this time. Maybe NAB will be interesting this year!



And finally a side benefit of CES was to have our picture taken with **Molly Sims!**

From CES in Las Vegas!
Bruce, Molly & Dan