Consumer 3D Experience Lab

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USC Entertainment Technology Center

How We Experience 3D

Monocular

Motion

Binocular

Audio

"Visual-vestibular conflict"

Balance and other sensory input

3D In Theatres

Tech Waiting in the Wings

Faster frame rates

3D Audio

Brighter lamphouses

4D Theaters

2-Way Communication

Consumer Electronics - 3D choices -

No Format War

~except Blu-ray~

Active Shutter

Passive Polarized

Playing + sharing with others!

Nintendo 3DS first personal 3D

Augmented Reality Games

Glasses-free 3D!

But wait! There's more!!!!!

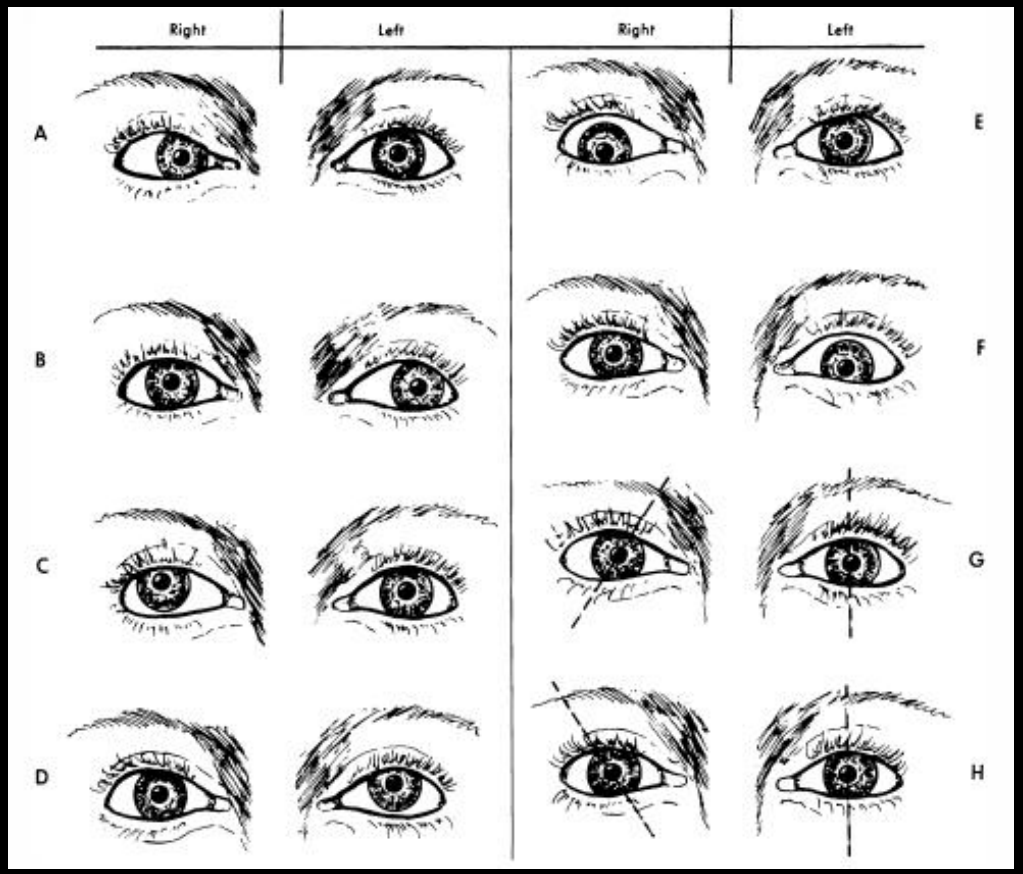
3D Camera!

Netflix Short films!

$249 MSRP

Many 3D Games!

Immersive Technology



Meets

Human Physiology

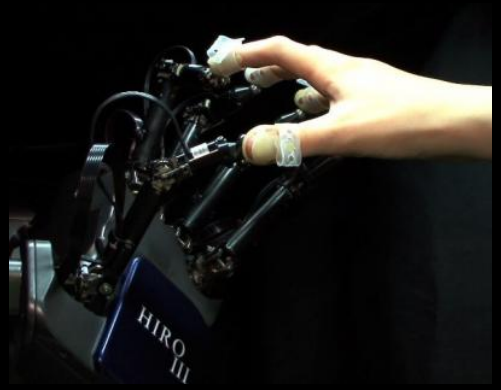
How will you deal with…

- Binocular vision issues
- Visual motion hypersensitivity
- Epilepsy
- …

The Larger Ecosystem

Connected TVs and displays

Augmented Reality Head Mounted Displays



Haptic Feedback Devices

Personal Scent Synthesizer

Consumers don’t buy technology, they buy the experiences that technology delivers

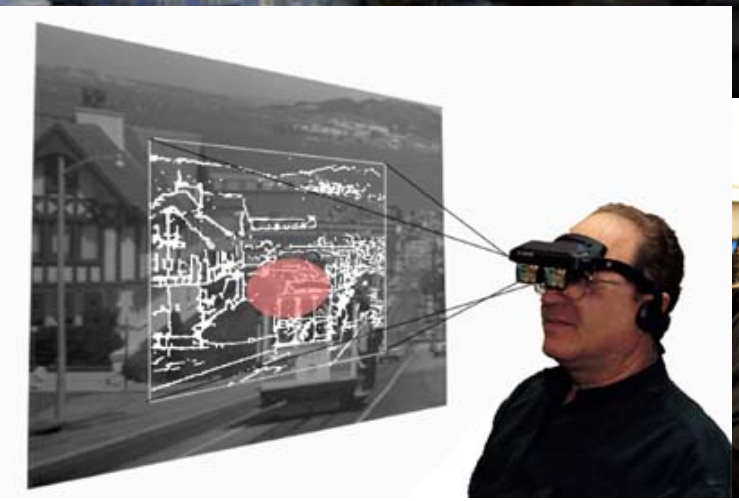
More than a special effect

Education and 3D

Great retention

Greater understanding of spatial relationships

3D
A potent component of the immersive technology mix



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Thank You

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