

Blu-ray Disc Assn. takes on 3D home standards

PHYSICAL: New task force charged with identifying universal specs

By Susanne Ault -- Video Business, 5/18/2009

MAY 18 | PHYSICAL: The Blu-ray Disc Assn. has formed a 3D task force to formally integrate advanced 3D technology into the Blu-ray format.

Studios, consumer electronics manufacturers and information technology companies are all represented in the task force. The group will work toward forging a universal 3D home entertainment specification. A meeting timetable for the task force has not been specified.

Due to its large capacity, Blu-ray has long been talked about as a perfect disc source to house advanced 3D theatrical projects. The BDA's task force underscores the industry's commitment to getting high-quality 3D to homes.

Today's lack of 3D home standards has meant that current theatrical pictures are downgraded to weak anaglyph 3D imagery when released on Blu-ray or DVD.

Enhancing Blu-ray with 3D capabilities should additionally prop up the format with advantages over standard-definition DVD. Walt Disney Studios Home Entertainment is already moving toward making 3D a Blu-ray premium (although currently in anaglyph style). June 30 release *Jonas Brothers: The 3D Concert Experience* will only be available in 3D on Blu-ray; *Jonas Brothers: The Concert Experience* will roll out on standard DVD.

"Blu-ray Disc is the ideal platform for bringing 3D technology to mainstream home entertainment," said the BDA in a statement. "The format has been widely embraced by consumers, and the 1080p picture quality and overall experience have become the standards against which all other high-definition delivery platforms are measured. Blu-ray Disc's capacity, flexibility and incomparable picture quality coupled with the activities of the BDA's 3D task force sets the stage for a 3D home entertainment specification that establishes another industry standard and enables an in-home 3D consumer experience unmatched by any other delivery mechanism," said the BDA in the statement.