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Sony brings 3D Home in 2010

At its press conference on the eve of IFA, Sony today said that it would lead the commercialisation of 3D by bringing 3D to the Home in 2010.

Sony announced that it would introduce a 3D compatible BRAVIA LCD TV in 2010. Incorporating frame sequential display and active-shutter glass systems¹, Sony's proprietary high frame rate technology will enable the reproduction of full High Definition² high-quality 3D images, and will form the centerpiece of Sony's 3D entertainment experience for the home.

In addition to 3D compatible BRAVIA LCD TVs, Sony will also develop 3D compatibility into many more of its devices, such as Blu-ray Disc products, VAIO and PlayStation[®]3, to provide a multitude of ways in which 3D content - from 3D movies to stereoscopic 3D games - can be enjoyed in the home.

In the growing industry of 3D cinema, Sony has supported and driven the expansion of 3D by providing a wide variety of professional equipment for the shooting, production and screening of movies in 3D. The number of digital 3D screens is increasing rapidly, and is expected to reach 7,000 by the end of 2009³. In addition to 3D movies, Sony's range of professional 3D products is also driving the growth of 3D production and distribution across a range of entertainment industries, from theatre and music performances to sport and beyond.

Embracing the 'make.believe' philosophy, which signifies the company's ability to "turn ideas into reality", Sony will strive to further enhance synergies across its group companies. Sony will leverage its wealth of technology and engineering resources spanning both professional and consumer markets to bring the optimum 3D viewing experience to the home, from 2010 and beyond.

On the Sony booth visitors will be treated to a showcase of stunning 3D imagery, made possible by the high frame rate, full 1080P High Definition BRAVIA TV. The presentation highlights the breadth of Sony's video games, movies, football action and sport entertainment content that will make 3D such a compelling experience and will bring 3D Home in 2010.

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