

HDI's laser-driven 3D HDTV hits production, should ship next year

by Darren Murph posted Oct 30th 2009 at 4:28PM

When we first caught wind of HDI's "world's first laser-based 3D HDTV," we were cautiously hopeful that it'd be ready to go (at least as a prototype) at CES 2010. Looks like we may actually get our wish, as the company has today announced that its magical set has reached the manufacturing stage. What's it all mean? It means that the set is being fast-tracked for release in 2010, meaning that you're just months away from having stereoscopic 1,920 x 1,080 content in your living room... provided there's actually any programming to view, that is. Of course, it'll handle the 2D stuff too, and the twin RGP LCoS micro-display imagers in there ought to provide plenty of crisp imagery regardless of the source. We're still not sure if the Woz-approved 100-inch version that's being shown to curious onlookers is the size that'll be pumped out to the mainstream, but we're hoping for at least a few smaller siblings for those of us with last names other than Kennedy, Gates, Buffet and Ellison.

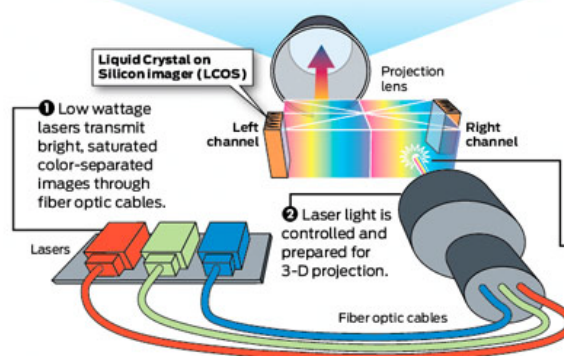
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Bringing home theater to life

HDI of Los Gatos has developed a lower-cost method of projecting large, high-definition 3-D images by using lasers. The proprietary method promises crisp, rich colors and a screen refresh rate that helps eliminate the headache typically associated with the genre.

Source: HDI, Ltd.



4 The two overlapping images are projected at an astounding rate of 360 frames per second for each color (red, green and blue) for a total of 1080 images per second, producing a 3-D image in rich, detail. A standard video monitor produces images at 30 frames per second and a movie projector at 24 frames per second.



Specially designed polarized lenses restrict the eyes to view only one channel per lens, and the brain interprets the overlapping images as depth and a seamless reality.

3 Prisms separate the laser light into two channels, one for the left eye, and one for the right. Two LCoS imagers capture the 3-D images in high definition and are ready for projection.

John Blanchard / The Chronicle



From left to right: Edmund Sandberg (Chief Technology Officer), Ingemar Jansson (Chief Executive Officer), and Chris Stuart (Director of Technology).

HDI Ltd. Begins Manufacturing of High-Definition Laser-Driven 2D/3D Televisions Low-Cost, Extremely Energy Efficient 100-inch Diagonal Displays Fast-Tracked for 2010

October 28, 2009 – Los Gatos, CA - HDI Ltd. announces it has entered into a manufacturing agreement to mass produce their proprietary 100-inch diagonal Laser-Driven 2D/3D Switchable Dynamic Video Projection Televisions. HDI Ltd.'s 2D/3D switchable system delivers a stunningly superior 2D image, with a 50% greater resolution than today's digital cinemas, and derives its greater-than-high definition stereoscopic 1920 x 1080p "3D" image quality from two RGB laser-illuminated Liquid Crystal on Silicon (LCOS) micro display imagers. At full 1080p HD, the HDI Ltd. screen refreshes at 360 fields per-second on each eye, the fastest refresh rate on any mass produced television or projector.

HDI Ltd. has completely eliminated the adverse effects, such as migraines, dizziness, nausea, and motion sickness, long associated with inferior and expensive shutter glasses and substandard 3D technology. HDI Ltd. delivers the most immersive, comfortable, and natural 3D viewing experience in the world with low-cost and light-weight proprietary polarized glasses. Technology journalist Richard Hart called HDI Ltd.'s picture quality, "the smoothest yet, and smoothness means no headaches," and Steve Wozniak, co-founder of Apple Computers, stated, "Without a doubt, the best demonstration of 3D technology I have ever seen."

In addition, HDI Ltd. displays draw 80% less power than existing 2D plasma displays of the same size, offer a 95% reduction in manufacturing pollution, and a 100% reduction in harmful chemicals and radioactive components currently used in existing televisions. At 10-inches thick, HDI's 100-inch diagonal display weighs 75% less than equivalent Plasma and LCD displays, and is anticipated to have a street price potentially 60% less than current 2D flatscreen Plasma and LCD displays.

HDI's September 2009 announcement of their potential new standard for switchable 2D/3D television technology came on the same day several major manufacturers announced plans to release new energy-guzzling plasma televisions with 3D capabilities via shutter glasses, all of which featured price tags as much as 100% or more than current 2D televisions.

HDI Ltd. quickly caught the interest of the consumer electronics industry and, as reported on Variety.com, top execs, engineers and S3D experts from six of the eight leading television manufacturers recently crowded together into HDI Ltd.'s tiny Los Gatos lab to see their prototype 100-inch, rear-projection S3D television.

David Cohen of Variety.com reported, "HDI's approach shows the promise of laser-driven 3D TV could be a reality surprisingly soon," and Sean Portnoy of ZDNet said, "We could be looking at a Holy Grail of sorts for the next generation of television."

According to co-founder Ingemar Jansson, "The first production-run of 100-inch HDI Ltd. 2D/3D switchable displays should quickly put product into a multitude of B2B and public demonstration venues." He's mum as to when leading American retailers will be able to put units into homes, but stresses that the simplistic and inexpensive design and manufacturing techniques required to produce HDI Ltd. televisions, "will have product in the marketplace faster than one would expect," and adds, "either with the HDI logo or that of another leading manufacturer."

Offering a thought on the fact that California appears poised to be the first state to ban power-guzzling big-screen TVs, Jansson states, "In light of the energy efficient products emerging from companies such as Apple, the lobbying efforts of the Consumer Electronics Association strikes me as almost criminal in promoting antiquated technologies that the 'Grid,' and the planet, simply cannot sustain."