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TVB Tech Alert: HDI Unveils Laser 3DTV

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LOS GATOS, CALIF.: Silicon Valley start-up HDI has unveiled its laser, hi-def 3DTV. The company demonstrated its prototype for reporters in the Bay Area last week. The TV is said to refresh at 1080 Hz, more than twice rate of the latest high-end sets for far smoother images. HDI chief technology officer Edmund Sandberg said the set delivers “1920 by 1080 lines, all the time, to your eye, and in parallel.”

(Several reports say the model was a 100-inch display, but it certainly didn’t appear to be eight feet across in the accompany still grabbed from KGO-

TV’s video.)

The demonstration set was a projection model, but Sandberg told the *San Francisco Chronicle* the technology can be worked into “enclosed displays.” The TV sets are expected to be ready for production in the next 18 months, in a price range of between \$10,000 and \$15,000 for a 100-incher.

More on 3DTV:

“3D is Coming to Your Living Room,” from the *San Francisco Chronicle*.

“Startup Unveils 100-inch 3D Laser TV,” video coverage from [KGO-TV](#).



September 14, 2009: “3D is It at IBC”

“Nagravision is showing a 3D program guide and Viaccess is showing 3D conditional access. The IBC Innovation Awards Ceremony featured 16 minutes in 3D of James Cameron’s upcoming feature ‘Avatar,’ and David Wood of the EBU said that ‘3D programming should come with a health warning.’ Sky TV is showing 3D, and the person giving out the glasses there said it gave her a headache.”

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September 2, 2009: “Sony Announces 3D Home Initiative”

Sony announced this week that it plans to introduce a consumer-ready 3D TV set next year, as well as build 3D capability into many of its consumer electronics, encompassing music, movies and video games.

August 24, 2009: “3DTV Goes on the Road”

The 3D video movement is getting a major push from blue aliens under the creative direction of James Cameron, world-conquering director of “Titanic.” Cameron teamed up with Panasonic to promote his upcoming film, “Avatar.”

July 30, 2009: “3DTV Launch Set for 2010”

BSkyB now plans to launch its 3D channel next year according to British sources. The satellite TV provider successfully delivered 3D content over its hi-def infrastructure earlier this year.

July 22, 2009: “Industry Forging Ahead with 3D Amid Questions”

“Some members fear de facto, non-open standards, for first-generation broadcast 3DTV will result from the technology decisions made by first providers. These are likely to be pay-TV operators, keen to differentiate their platform and consumer proposition. Technology decisions made by these players may not suit the current or future needs of free-to-air broadcasters.”

April 6, 2009: “Live 3DTV Debuts in United Kingdom”

BSkyB successfully transmitted live 3DTV across its systems in the United Kingdom. The satellite TV provider telecast a live transmission of a performance by the band Keane from London’s Abbey Road studios Thursday, April 2.

March 9, 2009: “More 3DTV Developments”

BSkyB continues plowing toward 3DTV, with a goal to offer it by the end of the year. *Digital Spy* reports that the chief Sky engineer said recently the plan was still on track to transmit 3D video content via the system’s existing HD infrastructure and set-top boxes.