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3D HDTV Is Here, Courtesy of Philips

A 52-inch solution targeting digital signage applications



The new 3D HDTV from Philips Philips

Three-dimensional (3D) displays have always been somewhat of a showstopper, given the fact that we're dealing with a pretty innovative technology, still largely unavailable for the wide mass of consumers and delivering some spectacular results. However, it would seem that Philips is willing to take things even further, as the company has just brought into the spotlight a device that combines 3D display technology with high-definition: the 52-inch 3D Display. According to the company's statement, the 52-inch auto-stereoscopic 3D Display is based on a full HD (1920x1080) LCD panel, delivering a 700 cd/m² brightness level, 2000:1 contrast ratio and a response time of 8 ms. At the core of the display there's Philips' WOWvx technology, which uses the 2D-plus-Depth format including Declipse, which gives additional occlusion information for a real 3D 'look around' effect. As expected, this device won't find its way into too many consumers' homes, its primary target being the digital signage field. And that's exactly what Jos Swillens, CEO of Philips 3D Solutions, is pointing out, in his statement regarding the company's latest product: "With our new 52-inch 3D display in the portfolio, we can offer the pro-AV and digital signage market an even higher degree of immersion and a more exciting 3D viewing experience. Our broad range of 3D display product - in combination with our full range of content creation tools and our licensing program - makes us a true end-to-end 3D system solution provider". As for pricing and availability... well, Philips does mention the fact that the 52-inch 3D Display will be commercially available from Q4 2008 onwards, but there's still no info regarding the possible pricing details. However, should you happen to visit InfoComm 2008, which will take place towards the end of June in Las Vegas, you could always drop by Philips' booth and take a look for yourself at this very interesting piece of technology. We are just a few, but there are many of you, Softpedia users, out there. That's why we thought it would be a good idea to create an email address for you to help us a little in finding gadgets we missed. Interesting links are bound to be posted with recognition going mainly to those who submit. The address is .