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Third Time Lucky for 3D Displays:
the 3D Revolution Spreads to
Cinemas, Gaming Devices, and
Consumer Electronics

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Part I. (General Trends Section)
Momentum Gathers for 3D
Cinema: 3D to Become Standard
Feature of Household Appliances

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Holographic Imagery Ushers in
More Naturalistic 3D Imagery

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Synopsis about SeeReal (page. 74 in the PartII section):

The timeline for launching the world's first holographic television system will be around 2025 according to Japan's URFC. However it could be sooner than 2025. SeeReal Technologies claims that it could commercialize the technology by 2012 using its proprietary Viewing Window technology.

By limiting pixel sizes to the actual viewpoint, the technology limits display needs and diffraction angles, thereby eliminating wasted information characterized by conventional 3D technologies using either the integral or multi-viewpoint system. SeeReal's technology reduces the requirement of computing capabilities as only a smaller encoded area viewed by a single pair of eyes will be used.

Research on viewpoint tracking and 3D imagery is concurrently being undertaken by other institutions. Gifu University for example has been researching ways to project 3D images using stereo vision, and SeeReal is at the commercial forefront of this type of research. The company held a demonstration of the world's first prototype of holographic television at Display 2008 in April this year. Although the demonstration impressed many

