

SMPTE Engineering Work Statement



Project name: 3D Home Display Formats Reports to: ST Estimated Completion Date: 2008-12-15 (Date is YYYY-MM-DD)		Project type: Task Force	
Project leadership names (and email addresses) Chair(s): Bill Zou, bill.zou@ds.com Proponents: multiple members of the content, distribution, display, and supporting industries Secretary: Ian Matthews, ian.matthews@am.sony.com Document editor(s):			
Problem to be solved: There are several companies that are offering a stereographic (commonly referred to by the public as 3D) distribution solution for home consumption on displays. Each solution has its pros and cons but there is no clear consensus on what is needed by the industry and what technology should be adopted. Stereographic standardization is being discussed and evaluated in both the fixed media and broadcast industries and likely other distribution industries. Common image/audio/metadata master formats should be designed to permit distribution across multiple types of delivery methods with minimal differences.			
Project scope: Define what standards would be needed to establish rapid adoption of stereoscopic a/v content from content mastering to consumption in the home via multiple types of distribution channels (eg packaged, broadcast, satellite, cable, internet) with consideration for downward scalability (eg portable/mobile).			
Specific tasks: Produce a Report that: <ol style="list-style-type: none"> 1) Defines the issues and challenges related to 3D distribution for the home market 2) Defines minimum requirements needed to overcome the issues and challenges. 3) Defines the minimum set of standards that would need to be written to provide sufficient interoperability 4) Defines evaluation criteria based upon the requirements and parameters established in items 1 through 3. 			
Form of output <input type="checkbox"/> Standard <input type="checkbox"/> RP <input type="checkbox"/> EG <input type="checkbox"/> RDD <input type="checkbox"/> Amendment <input type="checkbox"/> Revision <input checked="" type="checkbox"/> Report <input type="checkbox"/> Other			
Liaisons: <input type="checkbox"/> AES <input checked="" type="checkbox"/> ATSC <input checked="" type="checkbox"/> CEA <input type="checkbox"/> EBU <input checked="" type="checkbox"/> IEC TC100 <input type="checkbox"/> ISO TC36 <input checked="" type="checkbox"/> ITU-R <input type="checkbox"/> JTC 1/SC 29/WG 1 <input type="checkbox"/> JTC 1/SC 29/WG 11			

Other organizations: BDA, DVD Forum, DVB, ARIB, EuroCE SMPTE TC's:			
Known References: Insight Media (3D Biz-Ex): www.insightmedia.info/ ; 3D Home Consortium: www.3dathome.org/ ; 3D consortium in Japan: www.3dc.gr.jp/english/domestic_rep/index.html ; SD&A conferences: www.stereoscopic.org/ ; Hardware reference: www.stereo3d.com/3dhome.htm			
Notes:			
	Started	Revised	(Dates are YYYY-MM-DD)
Date assigned by the EVP	2008-07-03		
Date approved by TC:			
Date ST13 review closed:	2008-07-03		
Assigned by HQ			
Project number:			
Project name:			
Project short name (Max 20 characters):			