

Fascination 3D

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Contents

DVD and Beyond 2011 is the annual companion magazine to our industry website – www.dvd-intelligence.com – Europe's premier online source of news, data and analysis for professionals involved in DVD, Blu-ray, 3DBD and new delivery technologies.

4 Europe's video industry – the state of affairs

Europe's digital video and Blu-ray sectors are finally growing fast enough to compensate for falling spending on DVDs, says IHS Screen Digest's *Tony Gunnarsson*, but the severe winter weather meant that the promising growth failed to fully materialise.



32 The changing role of TVs in a connected world

A 'TV' today is a multimedia device capable of accessing a wide range of content from a multiple of sources, and in different formats. With flat screens 42+ inches becoming affordable, *Jim Bottoms*, Director & Co-founder of Futuresource Consulting, assesses the implications.



8 Physical media hanging on for dear life

Borders joins Tower Records and Virgin Megastore in the has-been entertainment retail chain category, while HMV attempts to reorganise. *Larry Jaffee* surveys the remaining brick-and-mortar landscape on both sides of the Atlantic.



34 The future of 3D is glass-free autostereoscopic

As *Avatar* director James Cameron put it, for 3D to appeal to the television-viewing audience, the 3D glasses have to go. *Maarten Tobias*, CEO of Dimenco, a leader in autostereoscopic 3D technologies, takes stock of the state of A3D developments.



12 Building the 3D market: conditions for success

Can 3D become a success? Content owners must strive towards using 3D not just to enhance a 2D experience, but to use 3D to create stories which would not be possible in 2D, argues *David Mercer*, Principal Analyst at Strategy Analytics.



36 Pushing 3D TV frontiers: 3D holoscopic imaging

Creating a realistic 3D real-time viewing experience in an ergonomic and cost-effective manner is a challenge. *Dr Amar Aggoun*, Reader in Information Technology at Brunel University, describes the EU-funded 3D holoscopic imaging advances.



16 S3D: psycho-visual illusion or eyesight experiment?

In June 2010, 3D hardware pioneer Samsung felt the need to issue a series of warnings when it released its new 3D-enabled TVs in Australia. *Bob Auger*, President of Newmérique, wonders whether stereoscopy 3D is really cause for alarm.



40 3D subtitling - a new deal beyond technology

3D subtitling calls for profound changes in all aspects of production of stereographic films – new plots, new shooting approaches, new conventions and new workflows. *Alexey Kozoulyayev*, Founder and CEO of RuFilms, explains why.



20 3D - a suitable case for consumer confusion

3D is the latest in a long line of new technologies which taxed the abilities of consumers and retailers to understand the implications of all the various options available. *Bill Foster*, Senior Technology Consultant with Futuresource, sheds light on the issues.



44 Augmented Reality: where does packaged media fit?

Augmented Reality is a new technology that could revolutionise the market for physical products. *Andrew Elia*, President of Arishi Media Technology, explains why AR could create a digital partnership where physical media has a place.



22 Divergence of devices, convergence of function

With the invasion of apps onto 'non-traditional' devices such as TVs, and several of the recent offerings from the movies studios, apps seems to be looking more and more like the new content. *Seth Hallen*, CEO of Testronic Labs, makes sense of these developments.



46 Fighting IPR infringement: how ACTA is shaping up?

There is general agreement that counterfeiting and other commercial intellectual property rights infringements are wrong. But what to do about them? *Jim Burger*, Partner at US law firm Dow Lohnes, reflects on the Anti-Counterfeiting Trade Agreement being worked out.



24 The slow, but inexorable march of 3D in the home

What form will 3D take within the home? Will it be accessed on-demand or through a dedicated channel, streamed via IP or through a set-top box or Blu-ray Disc player? *Tom Morrod*, Head of TV Technology at IHS Screen Digest, looks for answers.



48 Leadership interviews

Nine executives share their expectations and concerns on DVD, Blu-ray, 3D and the future of packaged media in a fast-changing market.

28 Rovi – fingers on all links of the digital chain

"We are in the business of enabling our customers to do more with their content to the extent that Rovi's expanding range of solutions and technologies can provide them with additional benefits," says *Tony Knight*, Senior Product Manager, interviewed by *Jean-Luc Renaud*.



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