

# THE THIRD DIMENSION

## Tech Talk

by *Steve Metcalf, Gibson Sound & Vision*

3D video is finally here! Or perhaps I should say it has been reborn. It is debated as to when the first 3D film was introduced, but we can safely say that between 1903 and 1922 3D films were produced and viewed by the general public. Since that time film makers have been constantly working on better and better ways to deliver this technology to the consumer. The first big boom for 3D was in the 1950's and then once again in the mid 80's with the introduction of IMAX 3D. Because of the technical requirements and cost, it was not practical to view 3d in the home. After more than 100 years of evolution, it is now ready for you!

3D TV's are new for 2010 and everyone is asking about them. I would like to take some time to briefly explain how it works and what you can expect from this new technology.

First of all, you will need to rent or buy a movie that has been filmed in 3D. When a movie is filmed in 3D, two cameras are used, so that the camera sees what you would see.

To get started in 3D you will need 3 things. You will need a 3D compatible television, a pair

of active 3D glasses and a 3D Blu-ray player.

There is nothing miraculous about the 3D TV. This is just a normal TV set with the added ability to receive a 3D picture signal. Right now, only the best models from each manufacturer will be 3D capable, so if you want 3D - make sure your new TV is 3D ready.



The 3D glasses look like sunglasses. They are not the red/blue glasses of old. These are electronic devices, sophisticated in design but very simple to operate. The glasses, 3DTV and blu-ray player are all equally important in making you believe that the 3D picture before your eyes could be real. Since only the best models from each brand will be 3D ready, you can bet that the

increased colour, contrast and clarity of these top of the line sets will only serve to make the 3D image on your new TV absolutely breathtaking.

At Gibson Sound and Vision we are always up to date on the latest trends in technology and how to make it work for you. Drop by to learn more about 3D and what you need to do to experience 3D!

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