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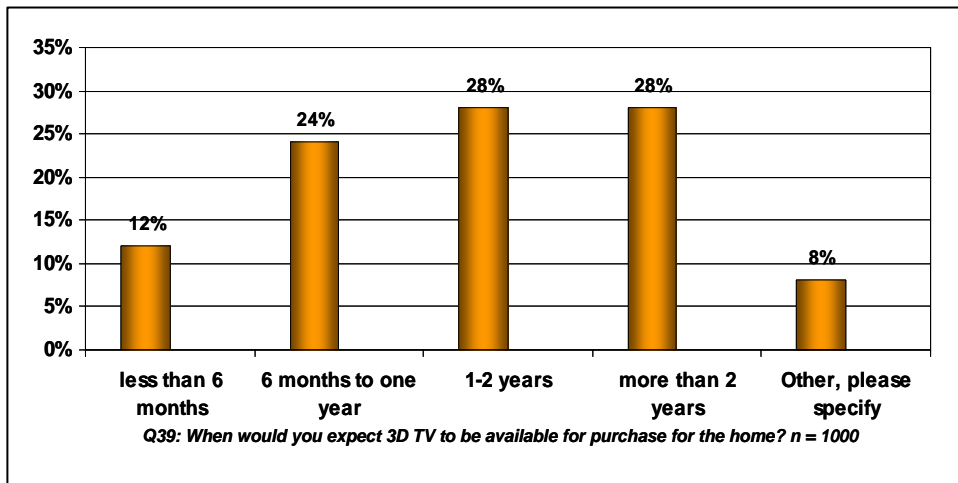
FOR IMMEDIATE RELEASE

Consumers Prefer 3D Content from Cable and Satellite Providers over Blu-ray and DVD Players
Recent 3D Study Finds Consumers Eager for 3D TV and Content

Portland, OR – December, 21 2009. For Immediate Release: In a recent online survey, over three-fourths of consumers said they would prefer to receive 3D content via their cable or satellite provider compared to those respondents who prefer Blu-ray/DVD, which was the second choice overall. Quixel Research LLC, a market intelligence company focused on the Home Theater and Home Entertainment display markets recently published its second annual 3D Study, “**3D Displays and Content 2009.**” The study surveyed 1000 HDTV owners online to quantify as well as qualify their opinions on 3D technology. “Consumers not only prefer to receive 3D content from their cable or satellite provider but they are willing to pay more for a 3D movie channel,” stated Tamaryn Pratt, Quixel Research Principal. “Consumers are very familiar with recent 3D technology and those who have seen a 3D movie in the 12 months are interested in owning a 3D TV even if it requires glasses.”

The full study provides the most recent findings regarding consumers’ willingness to purchase 3D TVs and glasses, as well as accepted price points, 3D brands and 3D content types. The new 3D report is currently available for purchase. A few data points covered in the study:

- ◆ **3D Product Awareness:** 78% of respondents have had a 3D experience.
- ◆ **3D Interest/Purchasing:** Half of those surveyed are interested in watching 3D at home, with those who have seen a 3D movie recently more interested in purchasing than the overall sample.
- ◆ **3D Timing:** Over a third of those surveyed expect 3D TV within 12 months.
- ◆ **3D Content:** A significant majority would be interested in changing their content provider in order to receive 3D content.
- ◆ **3D Opinions:** Almost 2/3 stated 3D is a group experience.
- ◆ **3D Glasses:** Consumers are willing to pay for 3D glasses but don’t expect to pay twice as much for two pair.
- ◆ **3D Brands:** Comcast was in the top 3 trusted 3D brands, along with CE manufacturers Samsung and Sony.



For more information about the 3D report or Quixel Research, contact Tamaryn Pratt at 503.699.5133 or tamaryn@quixelresearch.com and www.quixelresearch.com.

About Quixel Research

Quixel Research provides market research services covering the consumer market for advanced TVs. The company details the state of the current market, future trends, and pending technology shifts as well as extensive primary research, providing insights into the opinions and attitudes of consumers. For more information about Quixel Research, visit our website at www.quixelresearch.com.