



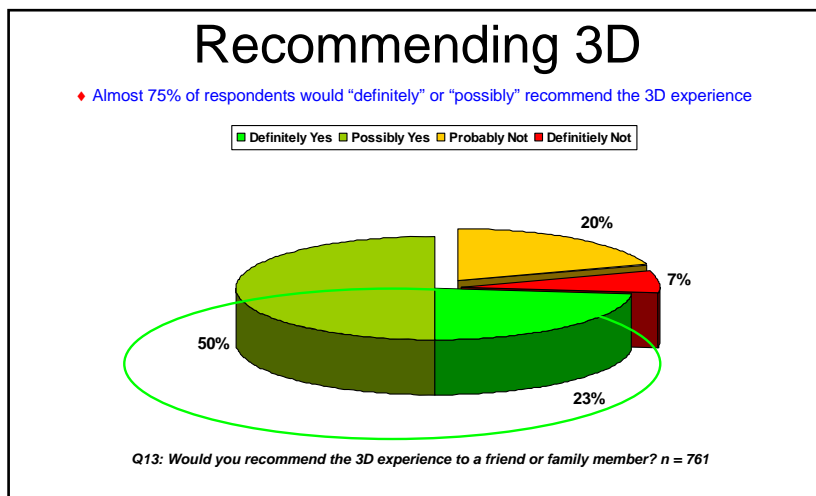
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FOR IMMEDIATE RELEASE

3DTV the Next HDTV...Almost 75% of Consumers Surveyed Would Recommend 3D And Expect a Home Offering

Portland, OR – November 19, 2008. For Immediate Release: In a recent online survey, three-fourths of consumers said they have seen a 3D movie and glasses or not, nearly 75% of the sample surveyed stated that they would recommend a 3D experience to family and friends. Quixel Research LLC, a market intelligence company focused on Home Theater and Home Entertainment display markets recently published a new study called “*3D Displays for Mainstream Consumers.*” The study surveyed over 750 HDTV owners online to quantify as well as qualify their opinions on 3D technology. “3D has been around for a long time but has not really penetrated the home or personal display markets,” stated Tamaryn Pratt, Quixel Research Principal. “Our study shows that over half of the consumers surveyed are interested in a 3D display at home and a significant group of the sample expects to see a home offering in the next 1 to 2 years. With consumer adoption of HDTV well over 50 percent, this is great news for manufacturers looking for the next big thing.” A few of the many data points revealed in the study:

- ◆ **3D Product Awareness:** 75% of respondents have had a 3D experience and 73% said that they would recommend 3D to friends or family.
- ◆ **3D Interest/Purchasing:** Close to half of those surveyed are interested in watching 3D at home, with younger respondents, as well as those who had seen a 3D movie recently, even more interested than the overall sample.
- ◆ **3D Timing:** Over a third of those surveyed expect 3D TV within 1-2 years. Almost half cited that they have a high preference to receive 3D content via their cable/satellite provider while Blu-ray disc was their most preferred method.
- ◆ **3D Opinions:** 3D is not a gimmick or fad for most surveyed. Both positive and negative opinions are provided; respondents describe 3D as an image or experience with depth, which is realistic and lifelike. It is an immersive and improved way to experience a movie or game.
- ◆ **3D Glasses:** While glasses are a distraction it was not enough to hinder consumers’ interest in a purchase. Several sub groups will pay more for a 3D TV without glasses, but even a 3D experience with glasses is something consumers are interested in for the home.
- ◆ **3D Movies and Games:** Over half of respondents agreed that 3D makes movies and games more enjoyable, with gamers finding the 3D experience slightly more enjoyable than the overall sample.



The 3D report is currently available for purchase. For more information about the report or Quixel, 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.