



# The Future of 3D TV

*Anita Theis*

Download now

Read Online ➔

[Click here](#) if your download doesn't start automatically

# The Future of 3D TV

Anita Theis

## The Future of 3D TV Anita Theis

Bachelor Thesis from the year 2011 in the subject Communications - Movies and Television, grade: 1+, Stenden University, language: English, comment: A research study about the current market situation of 3D TV within the United States of America and a forecast of its adoption based on a research among the target group , abstract: This research paper answers the question of whether 3D TV will become a new trend or if it is a hype that will eventually fail to establish itself. The paper is divided into a market research and a target group research. Both deal with the situation within the United States as the US has one of the highest market shares in 3D globally. 3D TV was introduced in 2010 and within that year the 3D TV sales made out 4% (3.2mio) of all TV sales. Within the US, 3% of the households purchased a 3D TV so far. According to E. Rogers' book "Diffusion of Innovation" whose theory is used as a guideline throughout the whole research paper, those 3% make out the category of innovators. The 3D TV technology has to face economic, sociological and technological challenges. Those challenges as well as the trends and developments influence the adoption of the technology. Those influencing aspects can be grouped into five categories: relative advantage, compatibility, complexity, observability and trialability. The research determines how the different aspects concerning the 3D technology influence these categories in order to come up with possible forecast of 3D TV. The relative advantage is mainly influenced by the target group's perception of 3D TV. While 3D TV aims to add an experience domain to the traditional experience of 2D TV, this is not especially valued among the target group. The price of 3D TV sets however does play a significant role - many consider the prices of 3D as too high. However the experience teaches that the prices are likely to decrease due to the price setting strategy called "price-skimming". The most important factor concerning

 [Download The Future of 3D TV ...pdf](#)

 [Read Online The Future of 3D TV ...pdf](#)

**Download and Read Free Online The Future of 3D TV Anita Theis**

---

## **Download and Read Free Online The Future of 3D TV Anita Theis**

---

### **From reader reviews:**

#### **Edward McClung:**

Do you have favorite book? In case you have, what is your favorite's book? Book is very important thing for us to be aware of everything in the world. Each e-book has different aim or maybe goal; it means that book has different type. Some people experience enjoy to spend their the perfect time to read a book. They may be reading whatever they have because their hobby is usually reading a book. Think about the person who don't like examining a book? Sometime, man feel need book after they found difficult problem or even exercise. Well, probably you will want this The Future of 3D TV.

#### **Samuel Gorman:**

Information is provisions for individuals to get better life, information presently can get by anyone in everywhere. The information can be a know-how or any news even a huge concern. What people must be consider if those information which is from the former life are challenging to be find than now's taking seriously which one would work to believe or which one the resource are convinced. If you get the unstable resource then you buy it as your main information there will be huge disadvantage for you. All those possibilities will not happen with you if you take The Future of 3D TV as your daily resource information.

#### **Joseph Bateman:**

Playing with family inside a park, coming to see the marine world or hanging out with good friends is thing that usually you have done when you have spare time, after that why you don't try thing that really opposite from that. Just one activity that make you not experience tired but still relaxing, trilling like on roller coaster you are ride on and with addition associated with. Even you love The Future of 3D TV, you could enjoy both. It is very good combination right, you still need to miss it? What kind of hang type is it? Oh can occur its mind hangout guys. What? Still don't buy it, oh come on its referred to as reading friends.

#### **Oliver Whitley:**

Do you like reading a e-book? Confuse to looking for your preferred book? Or your book was rare? Why so many concern for the book? But just about any people feel that they enjoy intended for reading. Some people likes reading, not only science book but in addition novel and The Future of 3D TV or maybe others sources were given expertise for you. After you know how the truly great a book, you feel desire to read more and more. Science publication was created for teacher or maybe students especially. Those textbooks are helping them to bring their knowledge. In different case, beside science guide, any other book likes The Future of 3D TV to make your spare time considerably more colorful. Many types of book like here.

**Download and Read Online The Future of 3D TV Anita Theis  
#BV014ATX6KW**

## **Read The Future of 3D TV by Anita Theis for online ebook**

The Future of 3D TV by Anita Theis Free PDF d0wnl0ad, audio books, books to read, good books to read, cheap books, good books, online books, books online, book reviews epub, read books online, books to read online, online library, greatbooks to read, PDF best books to read, top books to read The Future of 3D TV by Anita Theis books to read online.

### **Online The Future of 3D TV by Anita Theis ebook PDF download**

**The Future of 3D TV by Anita Theis Doc**

**The Future of 3D TV by Anita Theis Mobipocket**

**The Future of 3D TV by Anita Theis EPub**