

Cameron, Dolby, Philips Join Glasses-Free Forces

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Titanic director James Cameron's Cameron-Pace Group (CPG) joins forces with Dolby Laboratories and Royal Philips Electronics at *NAB 2013*, with glasses-free 3D content and development collaboration agreement.

The CPG 3D video production workflow will integrate Dolby 3D (the Dolby autostereo 3DTV suite) technology, while providing technical knowhow before the glasses-free technology launches.

"3D is not really going to be successful as a mainstream viewing medium for consumers until it's as easy as sitting down and watching the content," Dolby Laboratories senior VP Giles Baker tells *Variety*.

Dolby 3D made its debut at NAB 2012 before an appearance at CES 2013. A collaboration with Philips, the technology reportedly provides crisp, blur-free images from most (if not all) viewing angles, and should be available within the next 2 years.

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