

Dolby and Philips Intro New 3D Format

Written by Marco Attard
24. 04. 2012

Dolby Laboratories and Philips Electronics announce Dolby 3D, a 3D HD format and technology suite for the delivery of 3D content on all 3D-enabled devices, including glasses-free displays.



According to the 2 companies the joint project is set to improve the 3D viewing experience on every size of display-- from smartphones and tablets to PCs and TVs.

Both companies will be working with OEMs, focusing on the standardisation and licensing of Dolby 3D technology. No actual partner names are available as yet.

"We believe that Dolby 3D can help drive the adoption of 3D—creating a comfortable, customisable, truly enjoyable glasses-free 3D viewing experience while enhancing 3D display performance," Dolby says.

Go [Dolby and Philips Unveil 3D HD Format](#)