

## JVC's 3D development makes its best impression at ITV

ITV is the biggest commercial television network in the UK, broadcasting some of the most popular and well-known programmes. It has worked on a stereoscopic 3D version of a CGI comedy programme, **Headcases**, to raise awareness and help prepare ITV's 3D content production capability using JVC's **GD-463D10 3D LCD monitor** to edit and showcase the results. Colin Smith, Technical Analyst in ITV Interactive, gave an insight into the project, his work with 3D and why ITV chose JVC's



### [GD-463D10](#)

The Royal Television Society award-winning **Headcases**, first launched in 2008, is a satirical current affairs sketch show, made entirely using CGI. ITV has been developing and preparing a 3D version of the show to be offered for global distribution to future 3D channels.

I collaborate and engage with teams across ITV plc regarding 3D proposition development, technical standardisation, content and brand engagement, Colin explains. ITV started its awareness of 3DTV back in December 2007 with an internal exhibition called Future of Entertainment. At this, I curated the 2012 experience, where we showed full-colour 3D content, explaining that developments were moving at speed and that this type of experience would be common in 2012. The reaction was very positive, so we commenced a series of workshops and demonstrations spanning all parts of ITV. Now, we have a number of 3D projects at various stages and a strong archive of content suitable for 2D to 3D conversion. The original **Thunderbirds** is one such example, where we have performed one minute of 2D to 3D conversion.

The introduction of 3D monitors and 3DTV are a fantastic innovation in audiovisual presentation, with major broadcasters such as ITV, BBC and Sky at the forefront of the movement. As with all new technology, it is important that the 3D monitors can be showcased in order to gain a true appreciation for the software. Colin has shown **Headcases** at events including Royal Television Society, BAFTA and at the annual ITV News Group meeting in



Warwick.

"Displaying 3D content through auto-stereo monitors provided a compromised 3D experience, so we wanted to show one specific scene of **Headcases** with significant depth with the closing sequence using negative parallax to add impact to the comic nature of the content. The high picture quality of the JVC display helped show the content in the manner consistent with first generation 3DTV displays.

Seeing the [JVC 3D monitor](#) with good content quickly convinces people that the 3DTV proposition is viable with glasses and that seeing is believing is a very true comment. Whilst 3DTV standards have not been made yet, there is a strong value to demonstrate to people what the experience will be like. To be able to show brands 3DTV, it is important to show them first hand. We have driven the JVC display in a number of modes; side-by-side as well as line-by-line. We worked with TDVision to drive the display from a MPEG transport stream with 2D+delta; the TDVision player would then drive the JVC 3D monitor natively. JVC's GD-463D10 offered an uncompromised 2D viewing



experience, which I thought was brilliant for a primarily 3D monitor, Colin concludes.

The brightness of the screen was perfect for viewing images in different lighting conditions and its sleek design enabled us to attract audiences at the various events we attended. Recall of display mode during standby was a very useful feature during production. The monitor's multiple inputs allowed us to switch between various sources, which made for an overall more streamlined experience. I would recommend [JVC's GD-463D10](#) to anyone interested in 3D production."