Emerging Stereo 3D (S3D) PC Market

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Jon Peddie Research (JPR) says the S3D market is poised for rapid growth: almost 1 million dedicated S3D PCs will ship in 2010, but that will grow to 75 million by 2014.

Although most PCs will be S3D capable due to the GPUs that are in them, not all PCs will be S3D PCs because they need a special monitor, glasses, and appropriate content. JPR expects to see S3D PCs achieve a much higher growth rate than their more traditional counterparts and they will have a higher ASP.

JPR sees 7 major apps that will take advantage of S3D on the PC:

1. PC: Games
2. Blu-ray DVD movies
3. Streaming TV (IP TV)
4. Photo-editing
5. Home video editing
6. Streaming video (from YouTube and other sites)
7. Professional graphics (CAD and visualization)

Jon Peddie warns, "… the S3D market will soar within the next 3 years based on the expectation that good quality content will be produced, and the incremental cost for S3D will diminish, if not disappear. Otherwise history will repeat itself and it will be reduced to a small volume novelty market."

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