



Panasonic Corporation
Samsung Electronics Co., Ltd.
Sony Corporation
X6D Limited (XPAND 3D)

Licensing Program for 'Full HD 3D Glasses Initiative' Kicks into High Gear

November 8, 2011 – Panasonic Corporation, Samsung Electronics Co., Ltd, Sony Corporation and X6D Limited (XPAND 3D) today announced that the licensing program of "[Full HD 3D Glasses Initiative](#)", an industry-wide initiative to standardize 3D active shutter glasses for consumers, has recently begun.

Infrared (IR) and *Bluetooth*® enabled radio frequency (RF) system 3D active glasses technologies are licensed within the licensing program. All information including licensing fees and process requirements to become a licensee, are available on the Initiative's official website and the application can be submitted on the same web as follows;

License contact

Full HD 3D Glasses Technology License Licensor

website: www.fullhd3dglASSES.com

In early August, Panasonic, Samsung, Sony and XPAND 3D announced their intent to collaborate on the standardization of RF and IR system protocols between consumer 3D active shutter glasses and 3D displays such as televisions, personal computer monitors and projectors, as well as 3D theaters utilizing XPAND 3D active shutter glasses. Twelve companies, of which are Changhong Electric Co., Ltd.; FUNAI Electric Co., Ltd.; Hisense Electric Co., Ltd.; Hitachi Consumer Electronics Co., Ltd.; Mitsubishi Electric Corporation; Royal Philips Electronics; Seiko Epson Corporation; Sharp Corporation; SIM2 Multimedia S.p.A.; TCL Corporation; Toshiba Corporation and ViewSonic Corporation have expressed their support for the activities of the Initiative.

With the successful launch of the Full HD 3D Glasses Initiative licensing program, a test center has been slated to open later this month, which will verify the compliance of any products manufactured under the new Full HD 3D Glasses Initiative license program—within the Initiative's specifications.

About Full HD 3D Glasses Initiative

The Full HD 3D Glasses Initiative—formed in 2011 by Panasonic Corporation, Samsung Electronics Co., Ltd., Sony Corporation and X6D Limited (XPAND 3D)—will set a new technology standard for consumer 3D active shutter glasses, aiming to provide consumers with a more convenient and high-quality 3D viewing experience. By developing and licensing a standardized 3D active shutter technology, the Initiative aims to achieve interoperability among any 3D active shutter products that are developed and manufactured using the Initiative's technology and that bear a distinct logo designated by the Initiative. For more information, please visit <http://www.fullhd3dglASSES.com/>.

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