

imagine a new dimension
in your television

Now that HDTV has established itself in the consumer marketplace, both consumers and electronic manufacturers are beginning to ask what the 'next big thing' for TVs will be. Samsung introduces a new line of 3D-Ready DLP® HDTVs. Welcome to the 'next big thing'.

3D-Ready DLP® HDTVs



Introduction

Samsung introduces its new line of 3D-Ready DLP® HDTVs. These DLPs are equipped with technologies with inherent speed advantages over the Digital Micro-mirror Device (DMD) to generate the left and right images required for stereoscopic viewing. With the combination of this and recent technical innovations in shutter glasses, the user is able to experience a realistic high quality, high definition 3-D image on their Samsung DLP® television set.

Now you can enjoy your movies, shows and games in 3D without the annoying drawbacks of 3D viewing in the past. Samsung's line of 3D-Ready DLP® TVs has refresh rates of 120Hz, making the transitions in displaying the left and right images much faster, smoother, and flicker-free. Best of all, this new technology now comes at a very affordable price. Support from movie and game companies expand daily as the technology is accepted more and more by everyday consumers.



featured on the following:

The Hollywood Reporter

www.hollywoodreporter.com

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What is 3D?

DLP® 3D Technology

Technology for the first DLP® 3-D television was introduced to displays in 2007. Utilizing the inherent speed advantages of the Digital Micromirror Device (DMD), this technology displays the left and right views required for stereoscopic, or 3-D imaging. When combined with shutter glasses, users will experience high quality, high definition 3-D viewing with DLP® HDTVs.

DLP® 3D technology generates independent views for the left and right eyes. A synchronization signal is generated for each view and transmitted optically to shutter glasses that are worn by the viewer. The shutter glasses process the signal and control the shutter for each eye, insuring display of the correct view.

DLP® 3D Requirements

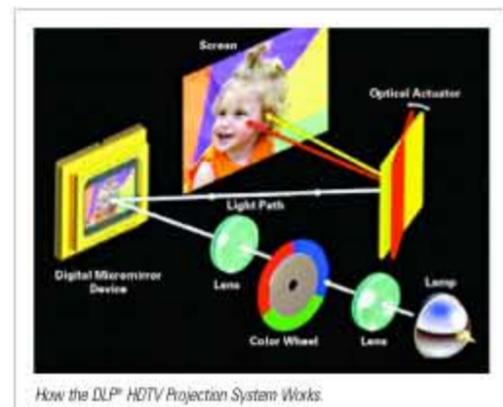
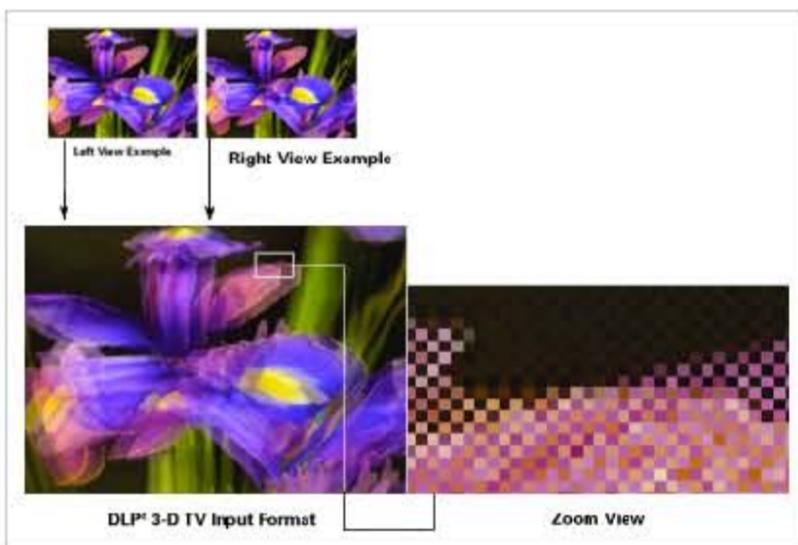
- A DLP® 3-D Ready TV offered by Samsung
- VESA compatible LCD shutter glasses and sync signal transmitter
- Video or graphics source which shows 3-D pictures using DLP® 3-D format
- *For more info, refer to <http://www.dlp.com/3D>

Advantages of DLP® 3-D HDTV Technology

- The DLP® 3-D technology supplies a 60Hz frame rate signal to each eye (total equivalent to 120 Hz). This high video frame rate reduces flicker which is typical of other frame sequential stereographic display systems.
- The 3-D HDTV technology has virtually zero implementation cost on new DLP® HDTV, benefiting consumers with a future-proof capability.
- Older 3-D technologies used anaglyphic (red/blue) glasses. A DLP® 3-D HDTV system with shutter glasses gives exceptional color fidelity and superior picture depth.

DLP® 3-D Image Format*

3-D stereoscopic video content is sent to the TV through an HDMI or DVI port using the DLP® 3-D format. In this format, the left and right images are sampled using the DLP® unique TV. The two views are then overlaid and appear as a left and right checkerboard pattern in a conventional orthogonal sampled image. This format preserves the horizontal and vertical resolution of the left and right views providing the viewer with the highest image fidelity possible with the available bandwidth.



Original Stereo Pair

2-D Diagonally Filtered and Decimated



Left Input Image

Left Input Image Sampled



Right Input Image

Right Input Image Sampled



Combine the Left and Right sampled images into one full 1080p image for display

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3D-Ready DLP® HDTVs

Samsung 3D-Ready DLPs

Samsung 75 Series DLP® HDTV



Samsung 76 Series DLP® HDTV



Samsung 87 Series DLP® HDTV



Samsung 88 Series DLP® HDTV



Samsung 89 Series DLP® HDTV



Samsung 6 Series DLP® HDTV



Samsung 7 Series DLP® HDTV



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3D-Ready DLP® HDTVs



DLP® 3-D Support



DLP 3D
Ready TV

3-D IR Transmitter

3D Shutter Glasses



Setting up your TV for 3-D viewing:

1. Run a 3D Program on the PC
2. Press the MENU button on the TV to display the menu.
3. Press the ▲ or ▼ button to select SETUP, then press the ENTER button.
4. Press the ▲ or ▼ button to select DLP 3D/Dual-View, then press the ENTER button.
5. Press the ▲ or ▼ button to select the ON-STD GLS or ON-INV GLS, then press ENTER.

* ON-STD GLS: Runs 3D in the Standard Polarity Glasses condition.

* ON-INV GLS: Runs 3D in the Inverted Polarity Glasses condition.

* Press the EXIT button to exit the menu.

6. If the screen shows an incorrectly displayed 3-D image when in the selected mode (e.g. ON-STD GLS), select a different mode (e.g. ON-IV GLS) to view the 3-D image.

Configuring 3D

1. Connect the 3D IR Transmitter to the 3D SYNC OUT jack on your TV.
2. Connect a HDMVDVI cable between the HDMI IN jack on your TV and the DVI OUT jack on a PC.

- connect the PC to the HDMI 3/DVI IN (75 series: HDMI 1/DVI IN) jack only.
- the 3-D IR Transmitter must be connected to the TV's 3-D Sync Port
- the 3D IR Transmitter and 3D glasses communicate with each other. Accordingly, the 3-D IR Transmitter should be located near the 3D glasses.

Troubleshooting

- When you change the PC resolution setting while in the 3-D mode, the 3-D mode will be cancelled.
- When the 3-D IR Transmitter operates in 3D mode, the reception rate of your TV remote control may be lowered. (If the remote control does not receive signals well, change the location of the 3-D IR Transmitter.)
- Limit the amount of time you wear 3D glasses as it can cause eye strain.

If the device fails to operate:

- check the cable connection status and the 3-D IR Transmitter location (the 3-D IR Transmitter should be aimed toward the 3-D glasses and no obstacles should be in the way.)
- If the wireless 3-D glasses no longer function properly, the battery in the glasses may need to be replaced.
- check the battery status because the 3D glasses have an exclusive battery.
- check the PC configuration and HDMVDVI cable connection.
- check the 3D Polarity configuration (toggle between ON-STD GLS or ON-INV GLS in DLP 3D/Dual-View menu)

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Accessories



The DDD 3-D DLP Starter Pack

The 3-D DLP Starter Pack is now available for purchase at www.ddd.com. This pack includes the TriDef 3-D Experience software, which is the latest consumer 3-D content solution from DDD that enables a full range of popular 3-D entertainment from PC games to the latest high definition 3-D movies to be enjoyed on the new 3-D enabled DLP HDTVs. Features include:

- Playing the latest PC games in 3-D
- Watching the latest 3-D Hollywood movies that are available in 3-D
- Converting your favorite 2-D DVDs into 3-D automatically
- Enjoying family photographs in 3-D
- Exploring Google Earth in 3-D

To enjoy this awesome 3-D content on their new Samsung 3-D ready DLP® HDTV, consumers can purchase the DDD accessory pack for \$199.99 that includes two pairs of active 3-D glasses, 1 3-D IR Emitter and the TriDef 3-D Experience software. The TriDef 3-D Experience software is compatible with Windows XP and Vista PCs and the latest graphics cards from nVIDIA and ATI capable of delivering the high-resolution HDTV images to the 3-D enabled DLP.

The 3-D DLP Starter Packs are currently available through the online stores of DDD, i-O Displays and their resellers and will shortly be available from major US retailers. The Samsung 3-D ready DLP HDTVs can be experienced at the Samsung Experience Center in New York City and in the Circuit City World Cyber Games Mobile Tour, currently touring major cities around the United States.

How does it work?

Unlock the 3-D capability of the latest Samsung DLP® HDTVs by purchasing the 3-D DLP Starter Pack!

After connecting a suitable PC or home media center to a Samsung 3-D DLP HDTV and plugging the transmitter into the HDTV, install DDD's software, the TriDef® 3-D Experience, put on the lightweight wireless 3-D glasses, and you're ready to enjoy a wide range of 3-D content.

The 3-D DLP Starter pack includes software that enables any 2-D DVD to be viewed in 3-D in real-time, with controls that allow the amount of 3-D to be adjusted.

What's included?

The 3-D DLP® Starter Pack includes:

- 2 pairs of wireless 3-D glasses
- 1 wireless 3-D transmitter
- TriDef 3-D Experience software:
 - Watch any 2-D DVD in 3-D
 - View 2-D media files in 3-D
 - Enjoy 3-D photo & video content
 - See Google Earth in 3-D
 - Play a PC game in 3-D
- Links to purchase the latest 3-D content

Price: **\$199.99**

Options:

- Additional 3-D game drivers for the Top 10 PC games
- 3D game drivers are available at <http://www.ddd.com/store/3dgames.html>

Price: **\$4.99 ea.**

- Extra pair of 3-D Glasses

Price: **\$59.00**

For best results:

The 3-D DLP® Starter Pack is now available online at www.DDD.com and will be available at major retailers soon.

Recommended System Requirements:

Processor:	Intel Core 2 Duo or Athlon™ 64 X2 Dual Core CPU or higher
Memory:	1GB of RAM
Graphics:	NVIDIA® GeForce 6600 or ATI Radeon™ X800
Hard Drive:	100MB Free disk space
OS:	Windows® XP, Vista
Other:	DirectX 9.0c compatible sound card, DVD-ROM drive, InterVideo, WinDVD or XPack, Google Earth, Internet connection.