



**"AIBD Seminar: Overview on 3DTV Content Creation and Technology"**  
**28 May 2012**  
**Bangkok, Thailand**

**PROJECT OUTLINE**

**Seminar Overview**

The Asia-Pacific Institute for Broadcasting Development (AIBD) in cooperation with Broadcast Empire is organising a Pre-Summit Seminar on the theme "Overview on 3DTV Content Creation and Technology".

The Seminar through technology presentations and real-time demonstrations of 3DTV programmes will introduce senior Engineering and Production staff to 3DTV at a non-technical level.

**Aims**

The theme for this Seminar is "Overview on 3DTV Content Creation and Technology." The topic will look at the creation of 3D content from both an engineering and production perspective. The aim of the seminar is to introduce the 3D content creation option to broadcasters through this one-day overview. Intentionally set at an introduction level, the Seminars aim is to set out what Capacity Building may be necessary for the broadcaster.

**Objectives**

- To understand, at an introduction level, how creative staff could incorporate 3DTV into production plans.
  - When to use 3DTV as an enhancement to 2DTV content
  - Set design for 3DTV
  - Make-up for 3DTV
- To understand, at an introduction level, the engineering needs to support 3DTV.
  - Lighting
  - Technical facilities
    - Cameras
    - Post Production

**Content**

The Seminar will, through presentations and demonstrations, introduce 3DTV to Broadcasters.

**Profile of participants**

- Participants should be at a senior level in the Content Creation and Engineering Departments of Broadcasters.
- Ability to understand, speak and write in English.