

## 3D Movies Now Have an Added Dimension: Protecting Eye Health



SONY, Intel, Walt Disney Home Entertainment, Turner, Technicolor, and 40 other home entertainment companies have joined together with the American Optometric Association (AOA) to help make 3D TV, movies, video games, cameras, etc., as safe and enjoyable as possible.

The 3D@Home Consortium is a collaboration of 45 home entertainment companies that formed to “provide the best possible viewing experience by facilitating the development of standards, roadmaps and education for the entire 3D industry - from content, hardware and software providers to consumers.” The AOA has joined with the 3D@Home Consortium to help educate the public about 3D vision and what can be done if you can’t see 3D!

Part of their mission is to ensure people understand the signs that you may have a vision problem that is interfering with your ability to enjoy 3D technology; for example:

- Is the 3D viewing experience not as vivid as it is for others?
- During or after viewing:
  - Do you experience eyestrain or headaches?
  - Do you feel nauseous or dizzy?
- Are you more comfortable viewing 2D movies instead of 3D?
- Is it difficult for your eyes to adjust back to normal after watching 3D TV/movies?

The 3D@Home Consortium has established an informative website, [www.3dEyeHealth.org](http://www.3dEyeHealth.org). It is a great place to learn more about the **3Ds of Stereoscopic 3D Viewing**, in addition to the latest info on 3D cameras, 3D HDTVs, mobile & handheld 3D systems, and even 3D eyewear!

***Do you experience any of these during 3D viewing?***

◆ ***Discomfort***

◆ ***Dizziness***

◆ ***Lack of Depth***