

## Survey: Consumers Know 3D But Need More Convincing

BY STEVE SMITH

EL SEGUNDO, CALIF. — Consumers have experienced 3D at home or in the movies, but more work needs to be done to sell them about the concept — and, of course, they would like it better if it was less expensive.

Those are some of the results of a survey performed by Campaigners, a division of Advantage Sales & Marketing, based here, exclusively for TWICE.

According to a survey of approximately 1,780 consumers during mid-July, 78 percent have seen a 3D movie in a theater or at home, and 71.5 percent have heard about 3D in the home before.

Of those who have seen 3D at home

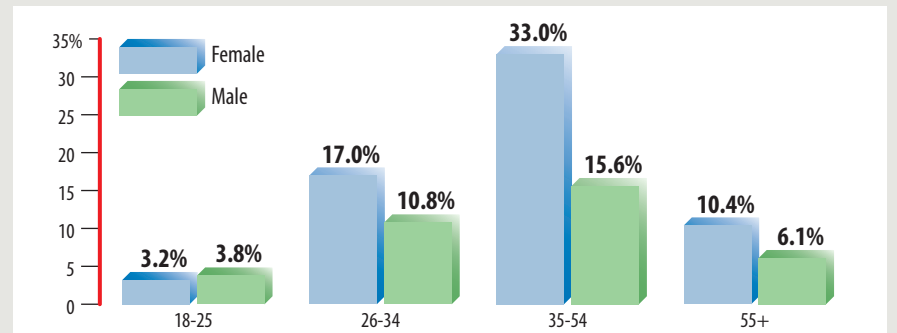
or in at the movies, 49.6 percent said they like it, but it is not a priority, while 28.1 percent love it and said they felt like they were actually part of what was on the screen.

The biggest objection is cost (35.6 percent) and that 3D requires additional purchases to complete the 3D experience (41 percent).

These reactions come a year after the analog-to-digital TV conversion — when many consumers bought a new HDTV — and they come during a prolonged soft economy in the U.S.

The full report below gives detailed response to a variety of questions about how mass-market customers view the new format. □

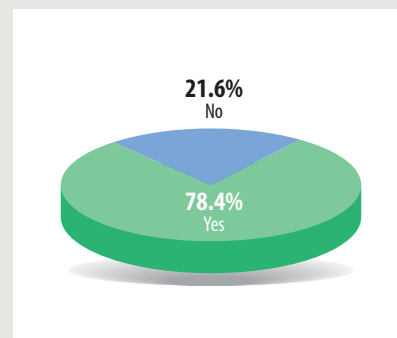
### Age Range & Gender of Survey Participants



Source: Campaigners

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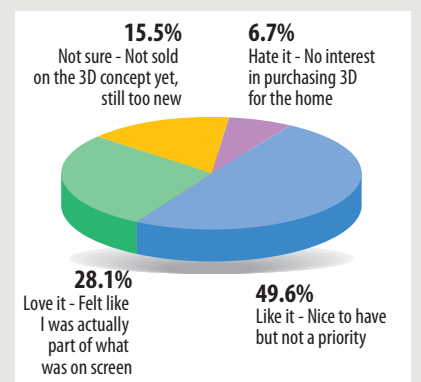
### Have you ever watched a movie either in theaters or at home in 3D before?



Source: Campaigners

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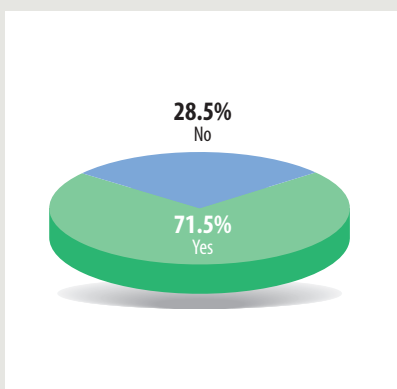
### If yes, what did you think about the experience?



Source: Campaigners

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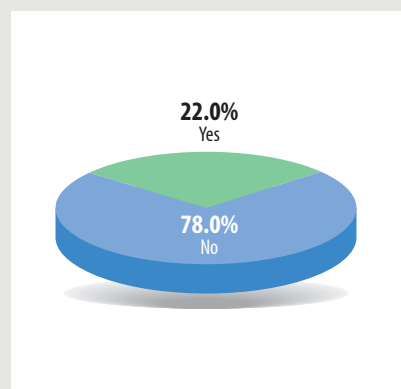
### Have you ever heard about 3D TV for the home before?



Source: Campaigners

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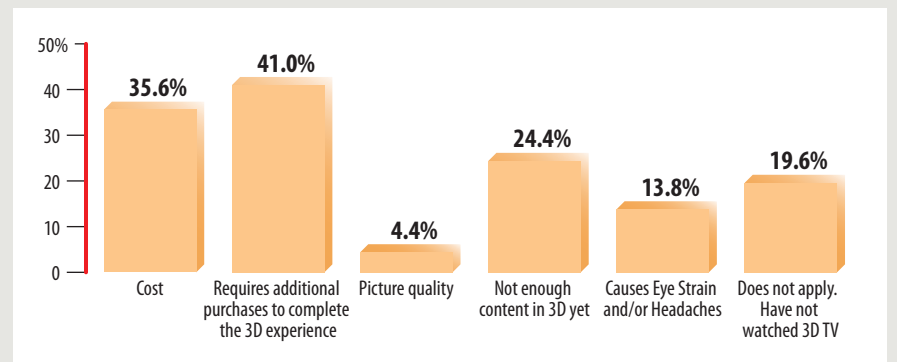
### Have you ever experienced watching a 3D TV?



Source: Campaigners

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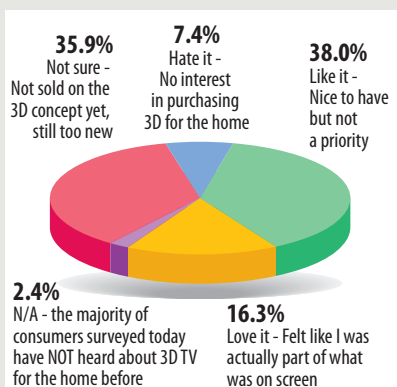
### Is there anything in particular that you do not like about 3D TV?



Source: Campaigners

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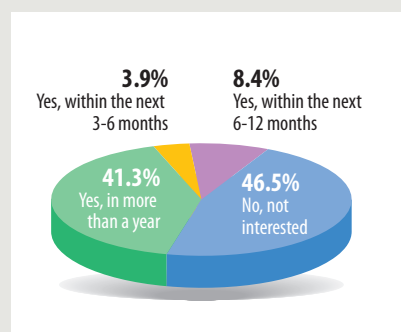
### What did you think about the 3D effect on the TV?



Source: Campaigners

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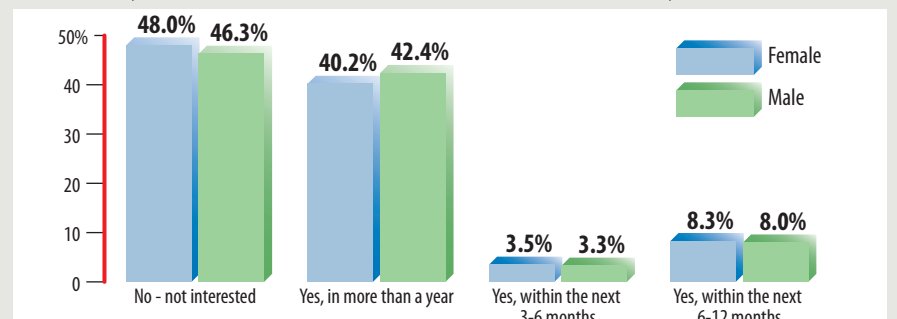
### Would you consider purchasing a 3D TV for your home at some point?



Source: Campaigners

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### Would you consider purchasing a 3D TV for your home at some point? (By sex)



Source: Campaigners

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