

Samsung goes for 3D TV projection

AMSTERDAM, THE NETHERLANDS: Now that flat-screen, wide-screen digital TVs have almost become the standard choice of set, the next big innovation in home viewing has to be 3D. Competition in this category is fierce, and with technology advances taking place at breakneck speed, it is important for brands to grab their consumer's attention with increasingly eye-catching launches.



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Samsung is one of the pioneers in 3D-televisions, and is the first manufacturer to make sets available to market. Although 3D content is currently limited to films released on Blu-Ray 3D, cable TV companies are already preparing 3D content, and large scale sporting events, historically the catalyst for mass adoption of new broadcasting technology, have already been trialled in 3D by Sky.

Chance to win

To launch their new 3D sets in the Netherlands, Samsung introduced large-scale 3D projection, at the famous Beurs von Berlage building in Amsterdam. Members of the public were able to view the addition of a new dimension to the historic building. The spectacular 3D visuals told an alternative history of the building, blending seamlessly with the existing architecture. Visitors to an exhibition area could also try view 3D televisions in action, and had the chance to win one of the sets over the three-day event.

Foursquare users were able to check into the Samsung 3D event at the Beurs van Berlage, and they were eligible to enter an additional competition to win a 3D-TV set. Samsung also partnered with the Dutch start-up location-based social network, Feest.je (www.feest.je)

Footage of the projections was hosted on Youtube, and a Twitter feed collated videos, photos and #samsung3Devent blogs.