



www.hdi3d.com

Press Contact: Christopher Buttner – 415-302-0839 – email: chris@prthatrocks.com

HDI Ltd., High-Def 3D Technology Talking Points

DOCKET
09-AAER-1C

DATE _____
RECD. OCT 23 2009

Imagine an 80% reduction in global television electricity consumption.

Imagine a 95% reduction in television manufacturing pollution and expense.

Imagine a 60% reduction in harmful chemicals and radioactive components used in the manufacture of existing television technologies.

Imagine a 60%-plus price decrease in large-scale television technologies, 60-inches diagonal and larger.

Imagine a laser-driven 2D image resolution on a home television that delivers 50% greater resolution than today's digital cinemas.

Imagine that this television is a switchable laser-driven technology that delivers stereoscopic 1,920 x 1,080p for high-definition 3D image playback in the home.

Imagine being able to watch this kind of video playback with no adverse effects, such as headaches or nausea.

Imagine that leading television manufacturers can tool-up and have these televisions in production and in the marketplace in under 24-months.

Imagine a 95% reduction in the expense of the tools required to create and capture 3D HD content.

Imagine the increased revenue from content production, DVD, and delivery infrastructure.

Imagine the dramatic reduction in content piracy.

Imagine no more.

On September 3, 2009, research and design firm HDI Ltd., announced what will potentially become the new standard in laser-driven home 3D projection display technology that has a *Greater Than High-Definition Resolution*.

On the same date, leading manufacturers announced that they are rushing 3D televisions to the home market in 2010... without a standard for home 3D video content delivery in place.

These 3D televisions are anticipated to use 3 to 5-times more electricity than current television technologies and they are anticipated to cost 2 to 3-times more than current 2D televisions.

They are, essentially, offering delivery of the Hummer of Televisions to an energy-strapped world that cannot afford such shortsightedness.

They will use antiquated and ineffective 3D video technologies that will deliver disappointing and cheap 3D that will virtually guarantee yet another false start for 3D in the home.

Ultimately, that's going to set the entire 3D entertainment industry back - again.

HDI is confident that its patented technology will become the industry standard to offer the visual quality consumers will demand in order for 3D to become a permanent fixture in home entertainment in the very near future.

For a demonstration of HDI Ltd.'s revolutionary laser-driven television technology, please contact Christopher Buttner, at 415-302-0839 or email at chris@prthatrocks.com