

## JVC KENWOOD and RealD to Partner in Professional 3D Imaging

JVC KENWOOD Holdings, Inc. is pleased to announce a new partnership with the world leader in 3D-imaging devices for cinema, **RealD**. With 30 years of experience, RealD creates realistic and enjoyable 3D experience in theatres across the globe, and commands the world's largest share of the market for 3D-imaging devices for cinematic and professional use.



Keen to pursue the development and marketing of professional 3D-imaging devices for fields including motion pictures, JVC KENWOOD expects to develop and sell innovative 3D products that combine advanced audio-visual technologies of its subsidiary, Victor Company of Japan, Ltd. (JVC), with the world-leading 3D creation and playback technologies of RealD as well as to incorporate RealD-patented property in JVC products.

We are delighted to establish a partnership with RealD, the global leader in 3D technology for cinema, which will allow us to build on our solid track record of technological development for Hollywood and related markets," Haruo Kawahara, Chairman, President and CEO of JVC KENWOOD Holdings, Inc. states. "We are confident this will lead to a dramatic increase in our 3D-imaging device business.

Through the partnership, JVC KENWOOD intends to enhance professional 3D-imaging devices and thereby accelerate the market for 3D products such as the **GD-463D10** 3D monitor which quickly earned acclaim for its soft gradation and true color reproduction, and JVC's new **IF-2D3D1** Image Processor, designed to help 3D content



creators improve workflow.

This partnership with JVC will give the market high-quality displays capable of delivering exceptional 3D visuals. We look forward to JVC leveraging RealD's three decades of 3D technology experience to capture the full capabilities of their unique 3D visualization products," Michael V. Lewis, Chairman and CEO of RealD states.

### **About RealD**

RealD is the global leader in 3D technology for cinema, home and professional applications. RealD's next-generation 3D cinema technology is deployed across the world's largest 3D platform with over 9,500 screens contracted and 4,800 screens installed in 48 countries with 300 exhibition partners.

Beyond cinema, RealD is the worldwide inventor and provider of key stereoscopic technologies used in science, manufacturing, marketing, and other industries, with thirty years of development behind its systems. RealD's mission-critical 3D technologies are used by organizations such as NASA, Pfizer, BMW, Boeing and more.

**About JVC KENWOOD Holdings. Inc.**

The JVC Kenwood Group was formed in October 2008 through a management integration between Victor Company of Japan, Limited(JVC) and Kenwood Corporation as a unique AV specialty corporate group with video technologies, audio technologies, wireless technologies, and entertainment software.

Under the corporate vision, "Realize the unconventional (Katayaburi wo katachi ni)", we will create new and unconventional added-value and evolve into a corporate group that provides customers with incomparable experiences such that they have never before experienced.

**About JVC**

JVC (Victor Company of Japan, Limited) is a worldwide leader in the development and manufacture of sophisticated audio and video hardware and technologies, including camcorders, high-definition projectors and other advanced electronics for consumers and professionals. JVC also produces and distributes music, movies and other entertainment products. Headquartered in Yokohama, JVC was founded in 1927.