

# The death of 3D TVs

The year is 2009, and all anyone can talk about is... 3D entertainment. The movie Avatar is the biggest movie of the year, 3D entertainment is all the rage and everyone is spending their hard earned cash to bring that experience into their homes.



Image by 123RF

Fast forward eight years and the novelty of 3D TVs has worn off. Leading television manufacturers have begun phasing out 3D TVs. According to [CNET](#), two of the biggest TV manufacturers, LG and Samsung, will be going soft on 3D in their new sets.

CNET spoke to LG's Tim Alessi, director of new product development, asking why his company's TVs no longer have the feature. "3D capability was never really universally embraced in the industry for home use, and it's just not a key buying factor when selecting a new TV," he said.

"Purchase process research showed it's not a top buying consideration, and anecdotal information indicated that actual usage was not high. We decided to drop 3D support for 2017 in order to focus our efforts on new capabilities such as HDR, which has much more universal appeal."

[Tech Crunch](#) has attributed the fall of 3D TV to a number of factors- the rise of 4K and UHD, second screen watching on mobile devices, as well as the fact that the demand for 3D is tapering off.

So as TV technology continues to evolve, those 3D glasses may end up back in your cupboards, until one day when you want to show your children or even grandchildren how you used to enjoy movies "back in your day".