

**Forum on “LED and 3D TV – Trends and Technological Applications”**  
**「LED及3D立體電視之發展趨勢與技術應用」論壇**

Date 日期 : 14 / 10 / 2010 (Thursday 星期四)  
Time 時間 : 3pm – 4:45pm  
Venue 地點 : Meeting Room S426-427, HKCEC 香港會議展覽中心 會議室S426-427  
Language 語言 : English & Putonghua (with simultaneous interpretation service)  
英語及普通話 (設即時傳譯服務)

Time 時間	Programme 會議程序表
2:30pm – 3pm	<b>Registration 登記</b>
3pm – 3:03pm	<b>Souvenir Presentation and Group Photo 頒發紀念品及合照</b> by Mr Lawrence Yipp, Director, Exhibitions, Hong Kong Trade Development Council
3:03pm – 3:30pm	<b>Trend and Prospects of LED TV</b> <b>LED平面電視之技術趨勢與發展前景</b> Speaker: Mr Liu Weidong, Leading Scientist of Hisense Electronics Co., Ltd. 講者：海信電器股份有限公司資深科學家 劉衛東先生
3:30pm – 4pm	<b>Overview of 3D Technology and Current Trends in 3D TV</b> <b>概述3D立體科技及3D電視之發展趨勢</b> Speaker: Mr Richard Dean, Chairman, 3D @ Home Consortium and Senior Vice President of THX Ltd.
4pm – 4:30pm	<b>Stereoscopic 3D Production - An Insider's Look at Avatar</b> <b>由阿凡達電影製作代表闡述最新3D立體影像製作</b> Speaker: Mr Reuben Langdon, President, Just Cause Productions
4:30pm – 4:45pm	<b>Question and Answer Session 問答環節</b>

Remarks 備註:

- Trade only and persons under 18 will not be admitted. 只接待 18 歲或以上業內人士進場。
- The Organiser reserves the right to make any changes without prior notice. 主辦機構保留任何更改之權利而不作另行通告。

### About the speakers:

#### **Dr Liu Weidong 劉衛東先生**

Dr Liu Weidong, born in 1967, has 20 years of experience in multimedia display technology and is now the leading scientist for Hisense Electrics Co., Ltd. Over the course of his career, he has earned many achievements in the field of LCD and LED backlight technology. He is an expert of IEC LCD display standards and a member of the China Flat Panel Display Technology Standard committee, where he led the effort in drafting several international and domestic standards for LED LCD TV backlighting. 1967年出生，在多媒體顯示領域有20年研發經歷。現任海信電器股份有限公司資深科學家，國際電工委員會(International Electrotechnical Commission, IEC)TC110液晶顯示標準技術專家，中國平板顯示技術標準組專家，牽頭制定液晶背光總規範標準、電視LED背光標準等重要國際、國內標準。任職期間，在LED背光模組、液晶模組等科研開發領域均取得重要成果。



#### **Mr Richard Dean**

With more than 20 years of experience in the motion picture industry, Mr Dean guides the strategic development of new technologies and THX certification programs. Over the years, he has worked on numerous groundbreaking entertainment projects, including the DVD and D-cinema releases of Star Wars Episodes I, II and III. He served as technical director for the post-production of the Star Wars Trilogy DVDs, a project that has set a new standard for sound and picture excellence in the DVD format. He transformed the THX mastering program from Laser Disc to standard definition DVD, D-cinema and Blu-ray disc formats. Today, Dean is spearheading the development of all THX 3D certification initiatives and THX Media Director, a technology that aims to simplify home theater setup and operation, and maximize the use of 2D and 3D product features. Prior to joining THX, Dean was vice president of engineering at Deluxe Labs, Video Division. During his tenure at Deluxe Labs, he oversaw and performed mastering operations for Twentieth Century Fox.



#### **Mr Reuben Langdon**

Although you may not recognize him, you have recently more than likely seen Reuben Langdon in one of the most talked about films of the decade — James Cameron's *Avatar*. Complimenting his success in the worlds of film and television, Langdon has performed in and coordinated a number of motion capture shoots for interactive video games including *Lost Planet 2*, *Resident Evil: 5*, *The Bourne Conspiracy*, *Tao Fang*, *Star Wars: Jedi Knight II*, *Castlevania: Curse of Darkness*, and *Dead Rising*. In 2001, Reuben Created Just Cause Productions, an international multimedia live action and CG production house that combines talent from the East and West. By utilizing the latest in technology and incorporating cutting edge digital effects, Reuben is able to create a unique blend of stylistic Action Cinema that knows no boundaries. Today Reuben and Just Cause are the forerunners of Action Packed 3D live action and animation productions.

