



For Immediate Release
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MEDIA ALERT

Chairman of The IEEE Consumer Electronics Society Standards Committee to speak at 3DTV World Forum in London

What: Panel discussion on “Promoting effective 3D standards to ensure effective reliability and compatibility” at the [3DTV World Forum](#).

Who: Stu Lipoff, IEEE Fellow and Chairman of the [IEEE Consumer Electronics Society](#) Standards Committee.

Mr Lipoff has over 30 years experience in consumer electronics including work for Motorola, Arthur D Little and Communications, Information Technology and Electronics magazine. He is also a regular speaker at CES.

Why: Attend the panel discussion with Mr Lipoff to learn more about how 3DTV technology can best be integrated into our lives. Mr Lipoff will be sharing his views on the adoption of 3DTV technology, how effective current standards are and what the issues are around compatibility.

For the opportunity to hear from Mr Lipoff as well as network with some of the leading voices in 3DTV technology, please register using the website [link](#)

When & Where: Panel discussion takes place during the forum on 25th May at 11:50 BST.

3DTV World Forum takes place 25th-26th May 2010, Hilton London Paddington Hotel, London [[Interactive map](#)].

Find out more: For further information about the panel discussion or to schedule a briefing with Stu Lipoff at 3DTV World Forum please contact the IEEE UK PR team at - ieeepvuk@ruderfinn.co.uk

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