

For expanded coverage of this month's topic on "Displays" the following articles are available only in the Digital Edition of this issue. Visit the SMPTE digital library at <http://journal.smpte.org> to access the issue and to read these papers.

A Study of Stereoscopic Digital Cinema in China Including New Standards and Recommendations

By Bo Gong, Hu Qin, Dengke Chen, and Feng Wang

This paper analyzes and explains the technical parameters of digital cinema stereoscopic projection (luminance, sequential contrast, intraframe contrast, crosstalk, light efficiency, etc.) based on the newly released GD/J 047-2013, "Technical Requirements and Methods of Measurement for Digital Cinema Stereoscopic Projection." Methods of inspection and evaluation for stereoscopic projection are discussed, and guidelines for improving stereoscopic projection quality are suggested.

Viewer's Choice: Rethinking Media Personalization in a Multiscreen World

By Venu Vasudevan

Television (TV) as a medium is undergoing two notable trends—**dispersion** and **atomization**. Dispersion is the evolution of TV from single-screen-at-a-time viewing into a rich, distributed viewing experience across multiple screens. Atomization is the transition from linear to non-linear storytelling with substantial user control of the media consumption process. Without a technology solution, these two trends have the potential to adversely affect the economics of TV in increased content costs, increased user experience (UX) complexity, and, therefore, decreased user participation. This paper proposes a media services architecture that enables the delivery of richer multiscreen media experiences while still maintaining the coherence of the experience and the cost of the service delivery. We share a practical experience in running such a system over a large, globally diverse media corpus. The working system supports a social Electronic Program Guide UX leveraging both current and emerging (wearables and Internet of Things) device platforms.

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