



3D technology is being used more and more in movies and in TV sets. Designers are hoping to launch 3D glasses as something fashionable so they can make money from this growing business. Rajesh Mirchandani reports from Los Angeles:

Some think it's the next **must-have** accessory for **movie buffs**. At the cinema, why wear those free plastic **specs** that someone else has used already, when you can buy your own 3D glasses?

Designers like Oakley and Calvin Klein hope consumers will pay up to US\$180 a pair to be **trendsetters**. It's the next step in the **personalisation** of 3D entertainment. It's already a growing format for movies including the blockbuster 'Avatar'.

Now, electronics companies are offering 3D TV sets for the home. But they may supply 3D glasses that work only with their products, not in cinemas, which would make those stylish designer glasses of limited use.

Just as with **the advent of** home video recording when VHS battled and triumphed over Betamax, there could be a **format war looming over** 3D glasses. Designers hope they're **tapping into a fashion-conscious market** but soon will those personalised 3D specs be useful or just stylish?

Rajesh Mirchandani, BBC News, Los Angeles

Vocabulary and definitions

must-have	very popular and seen as essential by some people
movie buffs	people who are enthusiastic about films
specs	short for spectacles, or a pair of glasses
trendsetters	people who are responsible for making new things stylish
personalisation	adapting or designing something to suit a particular person
the advent of	the arrival of
a format war	a competition to make the most successful and used design
looming over	something that is waiting to happen or is likely to happen very soon
tapping into	trying to benefit or profit from
a fashion-conscious market	possible customers who are aware of and interested in popular styles and ideas, e.g. clothes and gadgets

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