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From the Stereo Club of Southern California

Volume LIII #12

August 2009

Presidential State of the Organization Address

As I prepare to head into my second term as president (strangely I don't even remember running, how does that work?) it seems a good time for a state of the organization address. So what can I say? From every perspective 3-D in the world our community appears alive, healthy and growing. All around us we see activity and interest.

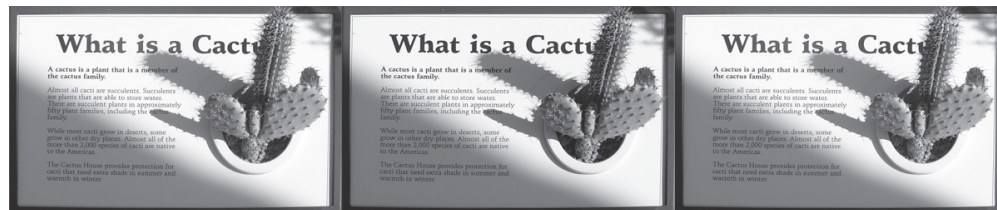
I don't know exactly how many attendees we had on movie night in June, but I think it's safe to say it was likely our biggest turnout ever. The NSA was great, from stereo theatre to workshops to gallery. We were well represented and accomplished there as always, and we all had a great time. Even the July meeting was well attended despite what could've resulted from NSA burnout.

Lots of great 3-D movies came out in mainstream cinema this past year, my personal favorites being Coraline, Monsters vs. Aliens, and Up. More on the screens now with Ice Age, and Harry Potter, and plenty more in the coming year. And how about the award winning SCSC member films, The Caretaker 3D, Doggone, and Elevation. Another extremely fun 3-D film was Al's Brain by Weird Al Yankovic, presented at the OC Fair (if anyone knows how to contact him, wouldn't it be cool to get that for a meeting night?).

Perhaps some will disagree, but I'd say that our move to the Pasadena Armory for the Arts has been a total success. Energy, interest and excitement seem up at every meeting, and let's face it, it's a very cool place to meet. Come October we'll be participating with them in the Pasadena Art Night, with a projection room and 3-D Gallery, and the upwards of fifteen hundred visitors expected. Also there will shortly be workshops planned in a number of facets of 3-D.

And so I wander around, content in my glow of presidential authoritas, looking forward to another great year.

Your president, Barry



Cross View

Parallel View

Photo by Barry Rothstein

The Stereo Club of Southern California was founded in 1955 to promote the art, enjoyment and science of stereo photography. Meetings normally include 3D slide projection and are held monthly. Visitors are always welcome. Annual dues are \$30/single or \$40/dual (send to Membership Director). The 3D News is sent monthly to all members. Annual subscription for those not wishing to participate in club activities is \$20, and foreign subscriptions are \$25 (send to Treasurer). Everyone is encouraged to submit stereo-related news items, art or photos and articles. Deadline is the 25th of the month. Send to: annaglyphic@gmail.com.

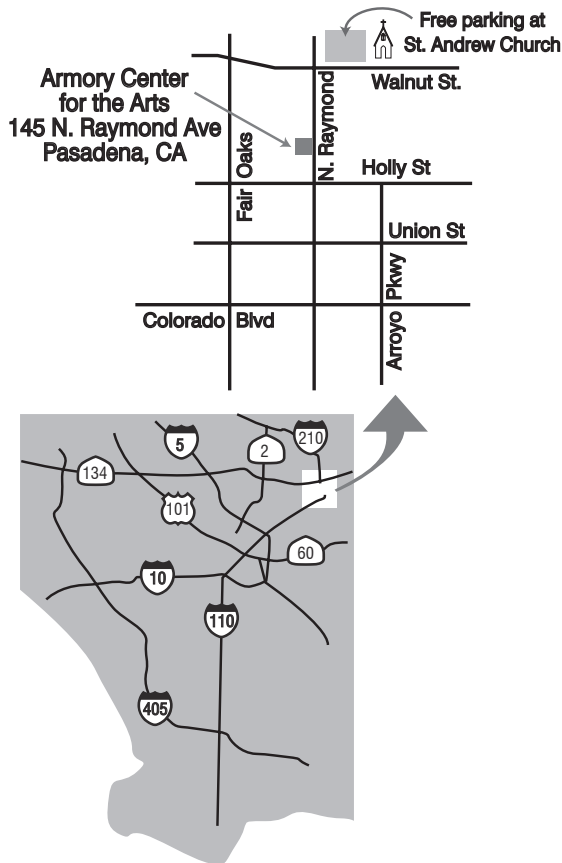
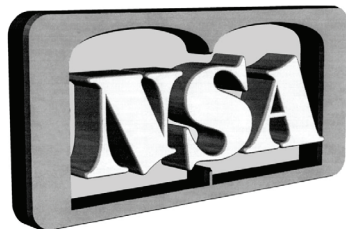
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Calendar of Events

- Aug. 8-Sep. 6, 2009** Jack Laxer Exhibit, Ultra-Angelos Kodachrome in 3-D, opens at DRKRM Gallery in Los Angeles. Reception for the Artist on Saturday, August 15, 7-10 p.m. (see page 4).
- August 18, 2009** Downtown Film Festival - 3-DIY: Do It Yourself 3-D Movies "Short Films of the Desktop 3-D Revolution" 7:30 - 11:00 p.m. @ the Downtown Independent Theater, 251 S. Main St., Los Angeles, CA 90012 (see details page 3)
- August 20, 2009** SCSC Awards Banquet & Slide of the Year at Taix's Restaurant, 1911 Sunset Blvd. (one block east of Alvarado on Sunset), Los Angeles, CA. Ticket sales/price \$35. Tickets can still be purchased on the night of the Banquet at the door (see page 8).
- September 17, 2009** 1st Competition of the Club year + TBA Stereo slide show.
- October 15, 2009** SCSC Annual Club Auction

SCSC is a member of:



If not otherwise stated, the **Stereo Club of Southern California** meets at 7:30 pm, the third Thursday of every month in the newly refurbished downstairs auditorium at the Pasadena Armory for the Arts at 145 N. Raymond Ave., Pasadena, CA 91103. Free parking at St. Andrews Catholic Church parking lot.

Need Help Improving the Alignment and Picture Quality of Your Stereo Images?

For FREE (to SCSC members in good standing) personalized workshops on Stereo Photo Maker (SPM) and/or Adobe Photoshop (CS2 version) given by lifetime member Oliver Dean, just call Oliver at (310) 635-2400, or send him an email, including your phone number, at 3dimages@sbcglobal.net. He will arrange for a mutually convenient date and time for your workshop session(s). These workshops can help you get greater satisfaction with the quality of your work, and may even help to improve your competition scores.

New Members

Herb Berkwits
Westminster, CA

Gerald & Laurette Maisel
Tarzana, CA

Patron Member

Richard Collado
Glendale, CA

Downtown Film Festival

John Hart, Chairman

SCSC 3-D Movie/Video Division

Roger Mayer, of the Downtown Film Festival – Los Angeles – 2009, has invited the 3-D Movie/Video Division of the SCSC to showcase the work of outstanding independent 3-D film-makers at a special screening to be held at the Downtown Independent Theater, 251 S. Main St., Los Angeles 90012, on Tuesday, August 18, beginning at 7:30. The DFFLA, formerly known as the Silver Lake Film Fest, has never included a 3-D component before, and Roger and other festival organizers are excited about our involvement. The 3-D Movie/Video Division has participated in the Big Bear Lake Festival for the past two years.

Approximately two hours of award-winning content will be shared on August 18, followed by a panel discussion which will focus on how to make your own 3-D movies. The panel of Movie Division celebrities will be chaired by Ray Zone. Particulars about the DFFLA may be found on the website www.dffla.com, however, at the time of this posting, the website had not been updated to include our involvement.

Competitions -- The Suspense Is Almost Over!

On August 20th, at the Annual Awards Banquet, the club competitions' Year End awards and Image of the Year awards will be announced and given to those winners who are present. Thanks to Ron Kriesel and the Cascade Stereoscopic Club of Portland, Oregon, the Image of the Year judging was held by them on July 27th. Thanks to judges:

- Gary Weiss - member of CSC Steering Committee for several years
- Mart McCann - Chair of 3D Center of Art and Photography Board
- Rich Dubnow - CEO of 3DImage fame and fortune.

If you are a winner and can't make it to the Banquet, don't worry -- we'll honor you at the next LA 3-D Club (SCSC) meeting in September.

At the Banquet, however, you get to see all the Image of the Year entries projected in a superb show put together by veteran show maker, Susan Pinsky! This should be reason enough to make it to the Banquet if you possibly can! Also, Oliver Dean is working feverishly at preparing a special "incentive" to "get the Oath right!" this year. (Lotsa luck, Oliver!)

3D at Comic-Con 2009

By Schnitz

I was at the first ever 3D panel in Comic-Con history! 6,500 screaming fans were blown away by the multi-screen Dolby 3D. It kicked off with Robert Zemeckis proclaiming, "3D is the future!"

Tim Burton's Alice in Wonderland, A Christmas Carol, Tron Legacy, Final Destination and Cloudy with a Chance of Meatballs got everyone cheering for more!

Patton Oswald, Disney's panel host, showed the brief – but exciting! – Alice in Wonderland preview THREE times to appease the crowd. The rabbit hole sequence was amazing every time!

Christmas Carol began as a real mood piece with a lot of suspense and build-up until – BOOM! When Jacob Marley's ghost appeared, the crowd jumped and applauded. Tron had an impressive light cycle race. The blood, guts and impalements of Final Destination had me laughing with glee, while others were completely shocked and horrified.

But... none of this could prepare us for AVATAR!!

James Cameron showed 25 minutes from Avatar in 3D! The clips went from live action, to live action with CGI, to pure CGI. By the time the film is all CGI, it feels real. James Cameron opened, "I've spent the last 7 years in deep sea exploration and the past 4 years on Avatar. Are you ready to go to an alien planet!?"

Cameron delivered a vividly immersive world inspired by his deep sea adventures, which provides a believable reality to this ground-breaking fantasy. You won't believe the giant dinosaur creature with the face of a hammerhead shark, glowing jellyfish that float in the forest air, enormous plants that shrink to the size of a pea when touched, phosphorescing touch-sensitive green moss, massive mountains and waterfalls. But, the most amazing achievement were the giant CGI aliens, with eyes that have real expression and life, especially in close ups! Eric Kurland, himself, was impressed!

Cameron has returned to make history in 3D! You'll have to see this film several times for the intricate details. Don't miss Avatar Day – you can see 15 minutes of Avatar for FREE at participating 3D theaters and 3D IMAX screens August 21st! Field trip, anyone?

The Club is on Facebook

By Schnitz

Los Angeles 3D Club SCSC currently has 126 friends on Facebook! And this is just the beginning! I want to thank those of you who have been posting 3D pictures, comments and info. Facebook is a great way to get the word out about the club, events and encourage people to become members. Two guests who found us on Facebook attended our July meeting! As our online community grows, so will our membership.

I also set a Twitter account, to post 3D news as it happens. In July, I tweeted from NSA, Comic-Con and Eric Kurland's 3D-DIY presentation at the Directors Guild – and we already have followers from a 3D club in Japan.

Join LA 3D Club – SCSC online: On Facebook, enter: "Los Angeles 3D Club" Invite your friends, family and anyone who stops you on the street to ask, "Is that a stereo camera?" – www.twitter.com/LA_3D_Club.

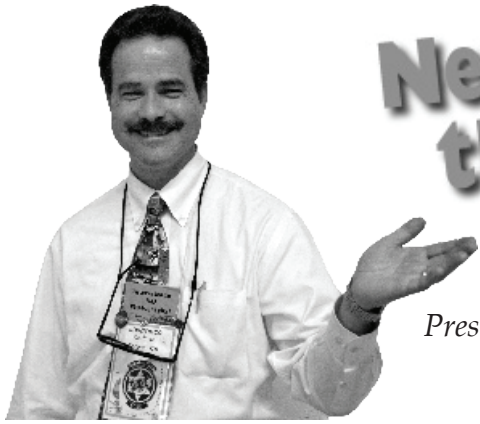
R.I.P Marvin Lee Jones

1/16/44 - 12/28/08

SCSC's first webmaster and former editor of the 3-D News passed away in December. Marvin joined the Club in May, 1993, and edited the 3-D News from August, 1994, until September, 2001.

Ray Zone recalled that Marvin was a wonderful, soft-spoken guy who had a great love for 3D and the movies. He was in the same graduating class at USC as George Lucas and John Milius and on a couple of occasions remarked to me, with a kind of ironical regret, how he felt he had achieved little in life compared to those other renowned filmmakers.

Zone also commented, "The last time I saw Marvin he presented me with an alternating field 3D DVD he had produced of The Mask, knowing that I love that particular example of 3D cheese. He also gave me a 3D version of some of the "Hunk" fare that he had produced for his website, which sustained him in life. I'm going to miss Marvin. The world of 3D movies has lost a true fan and is diminished because Marvin is no longer in it. I know he is now enjoying stereoscopic delights in the celestial movie theater where his passion for 3D cinema will endure."



News & Notes from the SCSC Clubhouse

by Lawrence Kaufman

President, National Stereoscopic Association

ULTRA-ANGELES Kodachrome in 3-D - The Stereo Photography of Jack Laxer

DRKRM Gallery's exhibition of Ultra-Angeles: Kodachrome in 3-D, The Stereo Photography of Jack Laxer, will host a VIP Preview of Ultra-Angeles on Saturday, August 8, 2009 from 8-10 pm and a public reception honoring the photographer on Saturday, August 15, from 7-10 pm. The exhibit will be on view from August 8 to September 6, 2009.

Ultra-Angeles features rarely seen images of Southern California's commercial landscape from 1952-1969. A dreamworld of Googie coffee shops, tail-finned cars, and sleek office towers, in stunning stereo 3-D and vivid full color Kodachrome.

Many notable architects including Paul Williams, William Cody, and the masters of the Modern California Coffee Shop, Armet & Davis, hired 3-D photographer Jack Laxer to document their newly completed works. Using a specially adapted Stereo Realist camera, Laxer's lens revealed a vivid depth filled world, with a precision and artistry unseen before or since in the realm of stereo photography.

Like Julius Shulman, Laxer's primary subject matter was the ultramodern architecture of mid-century America. However, unlike Shulman's famous black and white 2-D images of private residential oases, Laxer's work documented the ultramodern Main Streets of Los Angeles in a pristine palette of Kodachrome colors with a hyper-exaggerated stereo depth.

Laxer's progressive subject matter perfectly embodies the spirit of modernism, both as an artistic movement as well as an everyday reality in postwar Los Angeles. His amazing views offer a full-color, 3-D glimpse into a world that no longer exists, even as we drive by it every day.

Guest curator Alan Leib is the Chairman of the Los Angeles Conservancy's

Modern Committee, and one of LA's leading cultural activists. Mr. Leib has led successful battles to preserve many of LA's most important modern buildings, and created, co-produced and hosted the Conservancy's Built by Becket and and 3D-LA events, the latter being an IMAX theater presentation of Mr. Laxer's Ultra-Angeles era work.

DRKRM Gallery is located at 2121 San Fernando Road, Suite 3; Los Angeles, CA 90065; Telephone (323)223-6867. Open Tue-Sat 11-5 and Sun 1-4.

Pauline Fredrickson – RIP

Pauline Fredrickson was very active in the Photographic Society of America (PSA) stereo division and had come down to judge several of our past SCSC International Exhibitions, but she unfortunately had been ill for some time. Sad news came from her husband Ron Fredrickson, also a longtime SCSC supporter and 3-D News subscriber on July 24th. "My beloved wife, Pauline, passed away this afternoon. Some of you received my note last Tuesday which mentioned that she had been admitted to Sutter Roseville Medical Center. Early Wednesday morning I received a call from the hospital that she had been transferred to intensive care, where she was receiving oxygen and IV solutions. She was able to respond that day, but I really couldn't make out what she was saying at times because of the mask over her mouth. Yesterday and today she was totally unresponsive, and today she had failures of major organ systems, particularly lungs and heart...she passed away at about 1:45 p.m." In accordance with Pauline's wishes there will not be any funeral services.

Harold Baize from Oakland replied when he heard the news "That is very sad news. I first met her when she was still Pauline Sweezy and President of the Photographic Society of America. Pauline was active in the Oakland Camera Club as well and judged many of our Internationals. She will be sorely missed. Her expertise in stereography was unmatched. She always had helpful advice for the novice and was a champion for the art and

science of stereo imaging. Our heartfelt best wishes go out to Ron."

NSA – Mesa

SCSC had a large turn-out at the 35th NSA convention – July 8, 2009 – July 13, 2009 in Mesa, AZ. Wonderful stereo shows, a large trade fair, room-hopping, wonderful 3-D art gallery, visiting with friends, meeting new 3-D fans and seeing new 3-D products displayed – including Fujifilm's new digital 3-D camera and Cyclopital3D's new Hand Viewer for portable use in showing digital stereoscopic images (see <http://www.cyclopital3D.com>.) I would like to join the NSA 2009 Mesa committee thanking all who joined us. I truly hope that you will make the NSA convention an annual ritual.

The Stereo World Index

The new print version of the Stereo World Index (Volume 1#1 through Volume 34#3) 1974-2008 is available again, Edited by Sherryl & Ernie Rairdin. Order directly from lulu.com for \$20.00. check it out at: <https://www.lulu.com/commerce/index.php?fbuyProduct=5036479>

NatGeo launches its first 3-D

Sea Monsters DVD will come with anaglyph glasses. National Geographic is launching its first 3-D title on DVD and Blu-ray Disc with Aug. 11 release Sea Monsters 3D: A Prehistoric Adventure. The supplier will include four pairs of anaglyph 3-D glasses with each title.

National Geographic joins a growing number of suppliers responding to viewers' increasing fondness for 3-D. Some of this year's best box-office performers were in 3-D, including DreamWorks Animation's Monsters vs. Aliens. Sea Monsters (DVD \$19.97, BD \$28.99) explores the hidden world of dinosaurs that lived beneath the water, narrated by actor Liev Schreiber. The movie also is currently showing on 3-D big screens at 70 theaters worldwide.

Monsters vs. Aliens on DVD, Blu-ray Sept. 29

Both versions will include a new 3-D short film featuring B.O.B. from the film, but the film will only be released in 2-D. Paramount Home Entertainment's Monsters vs. Aliens will officially kick off the fourth quarter on DVD and Blu-ray Disc on Sept. 29. The studio likely hopes to replicate its success with Iron Man, which led last year's fourth quarter title flurry at about the same time on Sept. 30, 2008. Monsters vs. Aliens, produced by DreamWorks Animation is one of the year's biggest theatrical hits, grossing nearly \$200 million in the U.S. But it is not at the elite level of Iron Man, which took in \$318 million. Both the Monsters vs. Aliens DVD and Blu-ray versions will include a brand new 3-D short, B.O.B.'s Big Break, starring the movie's memorable blob character.

Battle for Terra

Lionsgate "Battle for Terra" played a very short 3-D engagement this year, unfortunately Lionsgate is only making it available in 2-D for the DVD release. Lionsgate's animated sci-fi adventure didn't get much attention at the box office, even with a 3-D release. In a quick theatrical run, Battle for Terra grossed only \$1.6 million.

However, the movie's voice cast is filled with well known names, including: Luke Wilson, Dennis Quaid, Evan Rachel Wood, Danny Glover, James Garner, Beverly D'Angelo, Justin Long, Amanda Peet and Ron Perlman. The award-winning film about a group of people who, after Earth is destroyed, find a new home on the beautiful planet Terra then must defend it, will arrive on DVD (\$19.98) and Blu-ray (\$29.99) on Sept. 22.

Low Budget 3-D

Get ready for the low budget DVD's trying to cash in on the 3-D craze. "Sex Pot" in 3-DDD will be released August 18th, advertised with red-right anaglyph glasses. Available in either 2-D or 3-D, this direct to DVD release is also in Widescreen Presentation with 5.1 Surround Sound and includes a Making of Featurette.

LA3D Yahoo Group

Are you a member of the LA3D Yahoo group? That's how you find out last minute info on what's happening in Los Angeles and other useful 3-D tips. Such as this info from Cassie:

1) Costco is offering a 2 pack of 4GB SDHC cards for \$34.99. That's \$5.00 off their regular price.

2) If you are using Canon SD1000 SDM rig, you may have found that the battery life is not up to par for a full day of shooting. I found this site: <http://www.shopacc.com/details.php?pid=canon-nb-4l-sd1000-sd1100-sd750-battery>. They have extra batteries for \$4.99 each.

To join send an email to: la3dclub-subscribe@yahoo.com

3D Entertainment Summit

Again this year the 3D Entertainment Summit in association with Variety will be held at the Hilton in University City, September 16th – 17th. Dynamic discussions with: Bob Dowling, Summit Co-Producer and Conference Chairman; Jeffrey Katzenberg, Dreamworks Animation; James Cameron, Director, Avatar; David Hill, Fox Sports; Michael Lewis and Josh Greer, ReelD; Mark Zoradi, Walt Disney Studios Motion Picture Group; Sandy Climan, 3ality; Vince Pace, PACE; Charlotte Huggins and Eric Brevig, Journey to the Center of the Earth; Greg Foster, Imax; David Cohen, Variety; John Fithian, NATO; Andrew Stucker, Sony Electronics Digital Systems, Plus many others...Not cheap but check out www.3d-summit.com for details.

CinemaNow To Add Online 3-D Content

Sonic Solutions announced it will add 3-D entertainment content to its stable of Hollywood to Home digital media applications, technologies and services, including its Roxio CinemaNow Internet-based movie service.

Sonic said it will team with Nvidia to deliver 3-D movie content for playback on specially equipped PCs. The 3-D content from Roxio CinemaNow will be optimized for Nvidia GeForce graphics processing units (GPUs) and the Roxio CinemaNow player will support Nvidia 3-D Vision and 3-D Vision-Ready displays, including the Samsung SyncMaster 2233RZ and ViewSonic FuHzion VX2265wm currently in the market for 3-D gaming.

Sonic Solutions said 3-D movies from CinemaNow will be delivered via the PC, which will decode the content prior to display on both 3-D-ready PC displays and 3-D-ready digital TVs and projectors. The system will provide a truer 3-D experience than the anaglyph. Sonic also said it is collaborating with consumer electronics manufacturers in order to

deliver 3-D content directly to next-generation connected HDTVs and Blu-ray Disc players.

Sonic said its CinemaNow service uses "cloud-based media services" to power devices from multiple manufacturers, forming a connected ecosystem that consumers can use to seamlessly choose, move and view video entertainment. The CinemaNow ecosystem currently includes PCs, connected TVs, set-top DVRs, Blu-ray Disc and mobile media players from leading manufacturers such as Archos, Dell, Hewlett-Packard, LG, Microsoft, Nintendo, Pioneer, Samsung and TiVo. Roxio CinemaNow is also used in Internet movie stores for Lionsgate, Warner Bros. and Blockbuster, and is instantly accessible through BestBuy.com.

International Stereo Exhibitions

The PSA Stereo Division's website: <http://www.psa-stereo.org> has a number of current Exhibition entry forms. Closing dates and contacts for upcoming Stereo Exhibitions:

- Sept 21, 2009 - DETROIT INTERNATIONAL STEREO SLIDE EXHIBITION. Barb & Paul Gauche, 46576 Vineyards Ln, Macomb Twp MI 48042 Email: bpgauche@msn.com Fees: USA and Canada \$8. Overseas \$11 Entry form: <http://www.Detroit3D.org> or http://www.psa-photo.org/division_files/stereo/entryform/detroit09.pdf.
- Oct 7, 2009 - CHICAGO LIGHTHOUSE 61st INTERNATIONAL EXHIBITION OF STEREO PHOTOGRAPHY. Formats: Slides, Prints, Anaglyph Prints. Suzanne Kiredjian, 8300 Gross Point Rd, Morton Grove IL 60053 email: egasue@aol.com Fees: \$8 North America \$9 Others. Entry form: <http://www.geocities.com/stereo-photography> or http://www.psa-photo.org/division_files/stereo/entryform/chicago09.pdf.

Meeting Nights

Just another reminder that members are welcome to arrive early and help set up the meeting room. The earlier the meeting gets started the more we have time to see and enjoy.

I will see you at the meeting.

SCSC is a member club of the International Stereoscopic Union (ISU) <http://isu3d.org/>, the Photographic Society of America (PSA) <http://psa-photo.org/> and the National Stereoscopic Association (NSA) <http://stereoview.org/>.



Stella Berestetsky enjoying some stereo views

Photo by David W. Kuntz



Club members (L-R) Roger Maddy, Susanne Kerenyi, Mike Snow and Jim Carbonetti enjoy a pre-meeting meal at HurryCurry

Photo by David W. Kuntz



Schnitz with guests Amanda Meadows and Geoffrey Golden

Photo by David W. Kuntz



John Hart demonstrating Susan "Stereo Sue" Barry's eye exercise string at the NSA Convention in Mesa.

Photo by Eric Kurland



Berta Summers and Jon Schnitzer enjoy the Dive-In Theater in Mesa.

Photo by Randy Summers

NEW 3D CAMERA

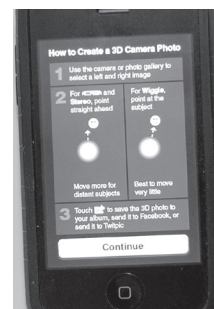
by Tom Koester

The Headlines could have read: "3D Camera for \$1.99!", or just "Fun new app for iPhone", but the fact is that a company called Juicy Bits has come up with a really clever new application for the iPhone. Using the iPhone camera, you can take "rock n' roll" stereo pairs and make anaglyphs for display on the phone or for downloading to ... wherever.

The clever part is that it lets you to take the left eye photo, keep it if you like it, then prompts you to take the right eye while superimposing the previous left eye image. This lets you judge vertical alignment and create the desired degree of convergence/divergence before you take the second image. It then combines them and displays an anaglyph composite image.

The bad part is that it is a iPhone - very hard to hold steady and the buttons are all on the touch screen. Not that touch screen is inherently bad, but for a device that weighs next to nothing, it is impossible not to jiggle the camera when you touch the buttons. The "take picture" button is bottom screen center and the "keep" is bottom screen right. The screen image is lost for couple of seconds after you activate any of the buttons. For me it worked best taking table top close ups, resting the camera on the table.

But someone at Juicy Bits knew something about 3D; there is a note on the screen which says "move more for distant subjects".



Instructions



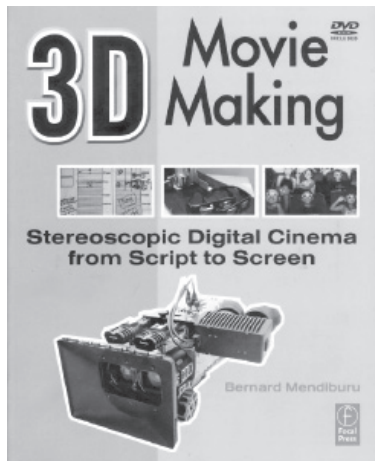
Left Image



Right Image



Final Anaglyph



Book Review

By Ray Zone

3D Movie Making

Stereoscopic Digital Cinema from Script to Screen

By Bernard Mendiburu

Focal Press

224 pps., paperbound, \$49.95

ISBN: 978-0-240-81137-6

Books on stereoscopic cinema and 3D production make up a very short list. With the proliferation of digital 3D cinema theaters and over 25 stereoscopic feature films in production (as of May 2009), that is about to change. When a film is released in both 2D and 3D versions and the theaters showing the stereoscopic version comprise 30 percent of the total number of screens but bring in 70 percent of the box office receipts, you know there is an economic engine behind all the 3D production. Additionally, there will soon be a simple “plug-and-play” solution for consumers to enjoy stereoscopic content on their 3D-ready TV at home. This potentially huge aftermarket for theatrical 3D content may prove to be the sine qua non for 3D movies to become normative in the entertainment landscape. The day may be coming soon when a 2D release to theaters is as frequent as a black-and-white picture is today.

Full disclosure: I wrote the Preface to this book. Further, as the author of two books on stereo cinema and a 3D film producer, I was happy to do so. But, in the interests of journalistic “objectivity,” let me reassure you that I will sound a few caveats about the present tome. And, speaking as a terminal bibliophile in all things 3D, I can further reassure you that I have a ready familiarity with

the aforementioned short list of books about stereo cinema.

This is Mendiburu’s first book. It has been launched into print by Focal Press, a publisher of books about motion picture production and post-production that are primarily technical in nature. Mendiburu’s book contains the requisite technical information about stereoscopic perception and its relation to cinema. But within its 200 pages the discussion is oddly eclectic in combining technical fundamentals with aesthetic considerations that are drolly observed. Most books about 3D movies published so far have consisted either of exceedingly technical tomes filled with visual trigonometry or filmographic compendia of stereoscopic productions. University presses have also just begun publication of works addressing 3D movies within the highly theoretical arena of post-structural discussion.

3D movies have been a recurrent phenomenon throughout cinema history. Every thirty years a new wave of stereo cinema seems to take place. As a result, the technology and techniques for production and post-production have not become standardized, much less a common practice. Even consistent terminology for stereoscopy and its production principles haven’t been formulated. All of this, however, is now changing with the implementation of digital 3D cinema and the universal adoption of 3D TV in the home that is about to take place.

Another factor that has worked against a widespread understanding of stereoscopic vision and 3D movie production is the fact that the practitioners of stereo have kept the “secrets of 3D” very closely guarded, as if they were a species of magic instead of a technical art and craft well within the bounds of science. This, too, is changing and Mendiburu’s book is indicative of a general move to stereoscopic pedagogy that is now taking place, at seminars, tradeshow and digital cinema summits sponsored by organizations like SMPTE and the SMPTE Task Force for 3D in the home. All of this is necessary for stereoscopic production of motion pictures to become a common practice.

This move to more open discussion of stereoscopic tools and their use can also be seen with certification programs such as the “3DIQ” program offered by the 3ality Digital company in Burbank, California. 3ality is the company that provided the stereo camera technology and post-production pipeline for the stereoscopic feature film “U23D” as well as real-time satellite-cast transmission of NFL games in 3D. The 3ality 3DIQ program offers certifications as “3D Director,”

“Stereographer” and “3D Technical Director,” among other functions.

So, where does Mendiburu’s book stand in relation to all this? It is a good first flag planted in the quickly shifting sands of stereoscopic production. It’s a hybrid that gives some consideration to the existing tool sets for production and post-production right up to color grading and packaging for digital cinema. Throughout the book are comparison tables and listings of stereoscopic web sites that make this a useful resource for beginners to stereo. Numerous cartoons illustrate visual concepts throughout. These are undoubtedly drawn by Mendiburu and give the impression of sketches rapidly executed on a cocktail napkin to explain somewhat complex ideas, a methodology not without a certain charm. They do effectively demonstrate the ideas under discussion.

Focal Press has characterized the user level of Mendiburu’s book as “Novice to Intermediate” and that is accurate. While the specific toolsets for stereoscopic production and post-production (particularly) will change, the underlying fundamentals of visually rigorous production for 3D will not. Those fundamentals, clearly expressed, make this a fine primer for motion picture professionals about to set forth into the world of 3D movies.

The SCSC Club Library

Did you know that SCSC has a club library of stereo slides? Well it does and it is incredibly easy to check out boxes of slide sets. All you need to do is check in with the SCSC club librarian (hey that’s me) and for a \$20.00 deposit you can check out a box of really cool stereo slides. Return the box the following month and you can check out another box. You can go like that until you’ve seen all the slides and then start over. If you prefer you can email or call me in advance and I will have a box ready for you to check out, but since I try to bring the library to every meeting, that isn’t really necessary. SCSC is always looking for donations of slide collections or anything else stereo related.

*Lawrence Kaufman
Club Librarian*

THERE'S STILL TIME TO GET YOUR TICKETS TO THE SCSC AWARDS BANQUET!

Date: August 20, 2009
Time: 6:30 p.m.
Place: Taix's French Restaurant
1911 Sunset Blvd.
Los Angeles, CA 90026
Cost: \$35/person* online through PayPal: www.la3dclub.com
or purchase your tickets at the July meeting from Susan Pinsky
Program:

- "Unseen Ellis Island" by Gary Shacker & Sheldon Aronowitz
- "The First Five Years: 3D Center of Art & Photography" digital show by Shab Levy & Ray Zone
- SCSC Slide of the Year Program

*Price includes 4 course dinner: soup, salad, your choice of Beef Bourguignon/Chicken Diable or Pasta Monagasque (vegetarian), plus dessert, coffee/tea. Wine, beer and cocktails are available at the no-host bar.



Unseen Ellis Island



Unseen Ellis Island