



From the Stereo Club of Southern California

Volume LV #4

December 2010

LA3D Board Members

President

Eric Kurland
818.636.1311
3D@LA3DClub.com

Vice President/Membership

Jim Staub
jimsta@caltech.edu

Secretary/Librarian

Lawrence Kaufman
951.736.8918
kaufman3d@earthlink.net

Treasurer

Jeff Amaral
5335 Aldama Street
LA, CA 90042
323.481.1351
jeff.amaral@demandz.com

Program

David Kuntz
310-377-5393
davidkuntz@cox.net

Workshops

Barry Rothstein
562.400.5055
barry@3dDigitalPhoto.com

Competitions

Oliver Dean/Andrew Gage
310.635.2400 (Oliver)
3dimages@sbcglobal.net

House

Ed Ogawa
310.578.1080 x210
ed5ogawa@earthlink.net

Equipment

Dave Washburn
davewashburn@earthlink.net

Hospitality

Susan Pinsky & David Starkman
310.558.1938
reel3d@aol.com

3DTV Abandonment Issues (Don't Try This at Home!)

In February of 2008 the power supply in my eleven-year-old TV died, and I found myself in the market for a new set. At that time, both Samsung and Mitsubishi were quietly selling 3-D ready rear-projection TVs based on Texas Instruments' DLP chip, which worked by projecting alternating left and right frames at 120Hz. These TVs required that content be formatted into a checkerboard pattern of L-R-L-R pixels which would be separated inside the TV for the DLP's wobulating micro-mirror array to display. At the time, the only way to play this format of 3-D was via a computer connected to the TV's HDMI port, and using specialized 3-D playback software such as Peter Wimmer's Stereoscopic Player or DDD's TriDef player. The level of technical knowledge necessary to make this all work together put it out of the realm of the casual consumer. But I needed a new TV, I had the tech savvy to make it work, and I already had 25 pairs of active LCD shutterglasses that I scored on Ebay for \$1 each (They were listed as "3-D glasses that don't work with Spy Kids") So I bit the bullet and purchased a 56" Samsung.

Fast forward almost three years to the present, and nearly every major consumer electronics company is aggressively marketing a 3DTV. Most are LCD based, a few are plasma, and only Mitsubishi is still using the DLP technology. 3-D content is now available through satellite and cable TV, Blu-ray disc, streaming internet sites, and even game systems like the Sony Playstation3. This is great for those buying new TVs, as they can now easily watch 3-D at home, but not so great for us early adopters as most, if not all of the new hardware offers no support for the checkerboard pattern required by the first generation "3-D ready" sets. (Panasonic actually does make one Blu-ray3D player with checkerboard output). In the current 3-D standard, broadcast content is delivered in either a side-by-side or over/under squeezed format (to be "frame-compatible" with current broadcast bandwidth limitations), and full HD Blu-ray3D is in a multi-view encoded file format. Neither of these formats are directly playable in 3-D on the older TVs.

So what is a DLP owner to do?

Fortunately, Mitsubishi decided to support their existing base of 3DTV users by releasing a converter box that translates the current 3-D formats into the older checkerboard (Mitsubishi's new DLP TVs will have this function built in). Unfortunately, Samsung did not follow the same path. They no longer produce DLP-based TVs, and chose to abandon their existing customers by not offering any support to make their older sets work with today's devices. In addition, because the Mitsubishi converter reads the EDID identification code of the TV to which it's connected, and will only activate when connected to their own company's products, the Mitsubishi converter will not work on Samsung televisions. At least, it's not supposed to.

Some intensive internet searching turned up a potential solution. A discussion on the AV Science Forum website described a method to hack a Samsung TV so that it will work with the Mitsubishi converter box. It required jumping through some very technical hoops, and potentially turning the TV into a giant paperweight, so I proceeded with caution. I followed the online instructions - setting my TV into service mode, connecting my laptop PC to the HDMI port, and using a program called Powerstrip to write a new EDID code into the TV's memory. And it worked! Now, when I connect the converter box, the TV identifies itself as a Mitsubishi 3DTV, and the box goes into 3-D mode. For video playback, I'm using a device made by Western Digital, called the WDTV Live Media Player. This small box connects to my home network and also allows me to play files directly from flash drives, hard drives, and the internet. I am now able to watch my collected archive of 3-D video files and also stream 3-D video from Youtube, and everything looks fantastic - on my nearly-three-year-old, unsupported TV.

Of course, neither Samsung nor Mitsubishi endorse hacking your TV in this way. The consumer electronics companies would much rather sell you a brand-spanking new TV...and blu-ray player, and AV receiver, and proprietary glasses. Don't even get me started on the glasses...

— Eric Kurland —

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.

December 2010						
S	M	T	W	T	F	S
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	

Banquet Program (pg. 7)

Calendar of Events

December 16, 2010 Holiday Banquet at Taix Restaurant. The main feature of the evening will be 3 excellent slide shows by renowned NSA favorite John Hart of Colorado, who will also be attending. Tickets are \$35 from November 26 through December 14, and \$40 on Dec. 15 and at the door (*see page 7 and 8 for details*).

December 18, 2010 Club outing to *Tron: Legacy* in IMAX 3D at Universal CityWalk at 7pm. You will need to pre-purchase your reserved seat tickets online via <http://www.fandango.com/>. Get your tickets soon as it's likely to sell out.

December 19, 2010 Passmore Labs 3-D Documentary night at the Downtown Independent Theater, featuring: *The Extreme Nature of Bats*, *The Physics of Surfing* and *Microworlds*. In addition, Greg Passmore, the films' director, will participate in an audience Q&A to discuss the making of these amazing 3-D educational films (*see page 3*).

LA3D Board Members

Webmaster/Public Relations

Tiffany Smith
626-799-2946
projects@formspark.com

Web Editor

Kathleen Fairweather
kathleenfairweather@gmail.com
www.la3dclub.org

Banquets/Social

Andrew Gage
323.667.0819
andrewgage@hotmail.com

Outings/Special Events

Jodi Kurland
818.468.2096
jodi101@gmail.com

ISSC Director

Philip Steinman
philipms@ezorn.com

Movie Division Chair Emeritus

John Hart
818.437.2523
movies3d@aol.com

3D News Staff

Editor

Susanne Kerenyi
626.793.1439
annaglyphic@gmail.com

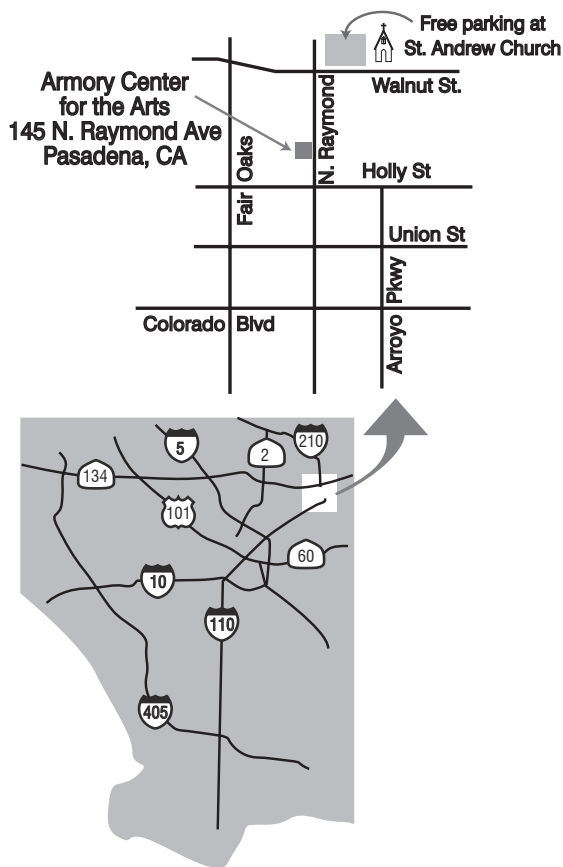
Labels & Subscriptions

Jeff Amaral/Mike Snow

Contributing Editors

Lawrence Kaufman
David Kuntz
Ray Zone

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 at the Pasadena Armory for the Arts at 145 N. Raymond Ave., Pasadena, CA 91103. Free parking at St. Andrews Catholic Church parking lot.

The LA3D Club website wants YOUR 3-D video!

We will post it on the website along with your bio for the WHOLE 3-D world to see!

Please send a link to your YouTube video to LA3D Club Web Mistress, kathleenfairweather@gmail.com and we will embed your 3-D movie on the LA 3D Club website.

Interested in a personalized Stereo Photo Maker and Photoshop Workshop given by lifetime member, Oliver Dean?

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).

New Members

Bob Mutascio
Venice, CA

Nina Salerno
Sierra Madre CA

Frank Schaefer
Burbank, CA

November Competition Results		
	Nov.	Total
Standard Category		
B Group		
Steve Berezin	60	120
David Washburn	60	120
Kathleen Fairweather	59	119
Tiffany Smith	60	100
A: <i>Framed Statue Collage</i>		
Frank Schaefer	69	69
HM: <i>Michelin Man Sky</i>		
HM: <i>Stack Pack</i>		
HM: <i>ROBO</i>		
Cassie Kaufman		60
Berta Summers		59
HM: <i>Don't Fence Me In</i>		
Betsy Rothstein		58
John Boland		54
Cody Charfauros		19
A Group		
Abe Perlstein	66	131
HM: <i>Halleluja 3-D</i>		
HM: <i>San Bernardino Creek Road Rainbow</i>		
Susan Pinsky	66	130
HM: <i>Holy Horse Carvings</i>		
David Starkman	64	126
A: <i>Magical Molly</i>		
Randy Summers	65	126
Andrew Gage	61	125
Jim Staub	62	125
Lawrence Kaufman	60	124
Susanne Kerenyi	63	123
A: <i>Tunnel</i>		
Oliver Dean	61	122
Ray Zone	60	121
Barry Rothstein	59	120
Jim Long	60	118
Eric Kurland	60	117
Philip Steinman	56	116
John Hart	56	113
Jeff Amaral		66
Scott Ressler		61
Tom Koester		59
Jodi Kurland		58
Bob Kneisel		57
Modified Category		
A Group		
Jim Long	65	134
A: <i>San Francisco Skyline</i>		
CGI Category		
A Group		
Jim Staub	68	115
A: <i>Gridlock Blue</i>		
A: <i>Spillway</i>		

PASSMORE LABS SCREENING ON DECEMBER 19

The LA3DClub has teamed up with the Downtown Independent Theater to present screenings of independent 3-D movies in Los Angeles.

On Sunday, December 19th we will present a screening of three stereoscopic documentaries produced by PassmoreLab. In addition, Greg Passmore, the films' director, will participate in an audience Q&A to discuss the making of these amazing 3-D educational films:

MicroWorlds is a live-action 3D educational science film that explores the world of life that goes on, unseen, all around us. From the earthworms in our backyards to the alien beauty of a garden snail, *MicroWorlds* examines the patterns, cycles, and daily rituals that are repeated on every scale, both in nature and in the lives of all creatures. Examined closely, nature reveals these patterns through the hands of time, the rotation of our planet and the flora and fauna that surround us. The film takes an extraordinarily intimate look at these worlds of nature beneath our feet by examining the seemingly invisible domains of four insects – Earthworms, Ladybugs, Butterflies and Garden Snails – and tells the amazing stories of the daily routines of these essential creatures and the vital role they play on our planet.

Physics of Surfing is a 26-minute educational film that uncovers the physical science of ocean waves and the art of surfing. In this captivating presentation, the filmmakers explore how energy moves through water, building and combining its force, traveling thousands of miles over the course of weeks until the ocean floor underneath disrupts the wave's formation and causes it to pitch and collapse. The film also investigates the science behind various surfing styles and how surfers instinctively address such notions of gravity and buoyancy while using the energy of motion to ride waves. Further, the film looks at how the modern technology of surfboard design affects a board's performance on the wave. Audiences will experience the exhilaration of surfing while learning how surfers play with nature's purest form of energy and power.

The Extreme Nature of Bats is a 22-minute 3D science film that explores not only the truths but the myths and dark legends that have been associated with bats for hundreds of years. Through the (sometimes frightening) wonders of digital 3D technology, audiences will learn that bats are unique and interesting animals; but, because of fear and misconceptions throughout history, they are also one of the most misunderstood animals in the world. The film examines several species of bats and was shot in various locations around the world. The film contains never-seen-before footage from Central Texas, a territory that contains some of the largest bat caves in the world (including maternity caves that are winter homes for millions of Mexican free-tailed bats). Other locations include Romania, to explore the origination of the legends of vampires in the historic region of Transylvania the myths and lore surrounding Vlad the Impaler or Vlad Dracula, and the deep jungles of Mexico, to capture footage of the infamous vampire bat.

Come check out LA's only Indie-Friendly 3-D cinema. We hope to see you there!

Sunday, December 19, 2010 at 8:00 p.m.

Downtown Independent Theater

251 S. Main St., Los Angeles, CA 90012

\$5 for current LA3DClub members

\$10 for non-members (admission is waived with USC Student ID)

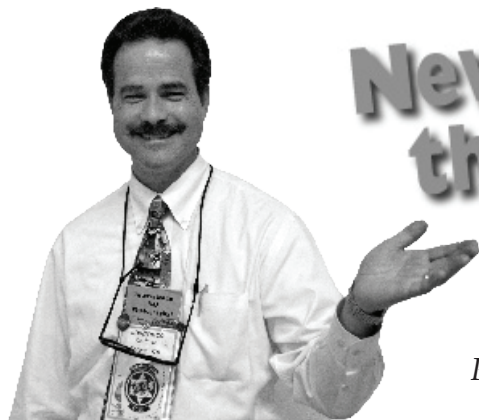
Note: Street parking in downtown LA is free on Sundays. Paid parking is available at many parking lots in the adjacent area. The theater is also only several blocks from the MTA Red, Purple and Gold Lines.

November Competition

This month, our thanks go to Judges Sean Isroelit, James Comstock, and Steve Berezin. As promised, we continued the practice of encouraging comments from the judges. Sean made a point of calling our attention to window placement flaws, which can cause stereoscopic confusion at the edges of a picture. Please note that Oliver Dean is willing to give members a free one-on-one workshop on this very topic, with additional "hands-on" assistance with SPM (free software!) and other tools for helping you to improve the quality of

your images, especially for competition. See the details of his offer on this page. Also, if it weren't for the technical expertise of President Eric Kurland (uploads and digital projection), Lawrence Kaufman (Scoring Machine and Score Calls), Ed Ogawa (slide projection as necessary), and David Washburn (sound system and screen hanging), our club would dissolve into a blob of thlup, or something equally disagreeable. Thanks, guys!

Cordially,
Oliver Dean



News & Notes from the SCSC Clubhouse

by Lawrence Kaufman
President, National Stereoscopic Association

Hollywood 2011 Exhibition

Don't forget to start thinking about entries for the Hollywood Stereo Exhibition. The LA 3-D club is keeping the tradition alive, now with three sections, stereo slides, digital (electronic) and stereo cards (prints.) I would like to see a good turn-out of entrants from our own club. Dates to remember: Closing date for all entries is February 5, 2011 and the selection is set for February 19, 2011. Volunteers like the chairman Ed Ogawa and the selectors: Oliver Dean, Susanne Kerenyi, Jodi Kurland, the alternate Bob Kneisel make this competition and the showings possible. But we need the support of club members at the judging and by entering to make the Hollywood a true success. Start planning on what prize-winning images you will enter. Download entries forms from la3dclub.com.

Avatar Easter Eggs

You won't have to wait for the Blu-ray 3-D to get a little bit of *Avatar* in 3-D, there's something extra special inside the Extended Collector's Edition Blu-ray of *Avatar*. The Easter Eggs include two 3-D bonus features: One is a movie trailer and the other is the four-minute featurette *Pandora Discovered*.

All you need to do is load in disc three, go to Live Extras on the main menu, and toggle down, of course you'll need a 3-D TV to access the extras. The full Blu-ray 3-D of *Avatar* will be an exclusive to Panasonic customers.

Harry's 3-D Re-do

Back in October, Warner Bros. announced that it was pulling the plug on a 3-D release of *Harry Potter and the Deathly Hallows Part 1*. The film grossed \$330 million worldwide, on its opening weekend alone. Warner Bros. still wants to milk the franchise, as well as the opportunity to add a little 3-D. The studio was planning to release all of the previous Potter movies on Blu-ray 3-D. The Hollywood Reporter says that each movie will also get a 3-D theatrical release.

The article says: "Eventually, all of the Potter pics will be converted to 3-D for limited theatrical re-release and a big push in the Blu-ray Disc home-entertainment format."

Dan Fellman, Warner's domestic distribution president, went on to say that a wider release just wouldn't make sense from a marketing standpoint. That said, all of the films will get a 3-D conversion. There's no word on when the Harry Potter films will get that 3-D treatment. *Harry Potter and the Deathly Hallows Part 1* is currently raking in cash with its widespread 2-D release. *Harry Potter and the Deathly Hallows Part 2* will still be in 3-D, when it's released in summer 2011.

Hasbro's 3-D iPod

Hasbro Inc. is betting that iPod and iPhone users want 3-D viewing on the go. The nation's second-largest toy maker unveiled to investors a handheld device called My3D that attaches to the two Apple Inc. devices. It promises three-dimensional content that offers a 360-degree experience in gaming, virtual travel experiences and entertainment content. It's aimed at both children and adults.

The device, which resembles a pair of binoculars with a slot in which users insert their iPod or iPhone, will be priced at \$30. It will be available starting next spring at stores where Apple's iPhones and iPod Touches are available. Shoppers can then visit Apple's App store, which will allow shoppers to browse for additional My3D content. Content varies in price; some apps will be free.

Hasbro said it was guided by Apple during development and believes there's nothing available that matches the quality and 3-D experience on the iPhone or iPod Touch.

If it catches on, it has big potential. More than 125 million iPod Touches and iPhones have shipped and should hit 200 million by the end of 2011. Hasbro is confident there will be enough content and says it has teamed up with Dreamworks Animation.

Separately, Hasbro's My3D will use content from a 3-D television network from

Discovery, Sony and Imax scheduled to make its debut next year. Viewers will be able to see trailers and exclusive behind-the-scenes snippets from films for up to 20 minutes. Hasbro says the device will be a key way to market its own brands in a 3-D experience, though details haven't been set.

Panasonic 3-D Awards

Panasonic's Full HD 3-D Viera Plasma HDTV and 3-D camcorder were honored by Popular Science magazine's "The Best of What's New" in the home entertainment category. The same model of the 3-D TV also the category's Grand Award winner and are featured in the December issue of Popular Science.

3-D TV Sales Get Failing Grade So Far

D - That is the grade given to the rollout of 3-D TV by Tom Galanis, operations VP for Sixth Avenue Electronics. "As an industry we could have done a better job launching it. We should have had standardized glasses and we should have presented it to the consumer as a feature of a higher quality television," he said. Compatibility was mentioned as a problem and for some reason consumers aren't buying over-priced non-bundled glasses.

3-D TV Production Still Has A Lot To Learn

It's clear the 3-D TV industry still has a lot to learn about production technique as a group of executives shared their real world experiences in a panel discussion - "3DTV 2011 - What's Next?" Jerry Passaro, SVP, network operations and distribution, MSG Network, who has produced 3-D hockey games at Madison Square Garden, said he's learned the key is staying low with camera shots, cutting slow and minimizing the use of graphics.

For Mark Rodin, executive director, Seminole Productions at Florida State

University, it's taking advantage of new technology, like the Panasonic camera. Most of the panelists' 3-D production experience was in sporting events, as that type of programming has been an early adopter to 3-D technology. Because 3-D cameras have to be placed lower in a venue, the equipment ends up killing seats that could otherwise be sold (very expensively).

Consumers are 3-D Aware

Consumer awareness of 3-D capable TVs has risen to more than 80 percent since March, the Digital Entertainment Group (DEG) reported. According to their research, awareness of Blu-ray 3-D players has also increased, to nearly 60 percent of consumers, over the same period.

Thirty-percent of the more than 5 million HDTVs expected to be sold between now and mid-January will be 3-D capable and 80 percent of consumers intending to buy a 3-D TV would also purchase a Blu-ray 3-D player. 3-D TV sales are on track to comprise 4.5 percent of all flat-panel TVs sold this year.

3-D TVs are selling at a faster clip than HDTV in their debut period and nearly 40 Blu-ray 3-D titles will be available at retail by the end of the year. The titles, along with a number of 3-D broadcast channels and an estimated 25 upcoming 3-D video games, represent more than 1,000 hours of 3-D programming that will be available over the next 12 months.

The Prodigies

DQE, the animation, gaming, live action entertainment production and distribution company, announced the starting of a production of 3-D Stereoscopic feature film *The Prodigies*, with Onyx Films and Fidelite Films, France.

The 3-D animated motion capture theatrical *Prodigies* is being produced at a global budget of \$ 28 Million as a full stereoscopic animated Feature Film by Onyx Films and Fidelite Films at DQE and set to be released in March 2011.

The Prodigies, is an adaptation by Matthieu Delaporte and Alexandre de la Patelliere from the novel written by Bernard Lenteric in 1982. Directed by Antoine Charreyon the film uses the motion capture and 3-D Stereoscopic technologies. Artistic director is Victor Antonov, who created the visuals for the famous video game *Half-Life 2*. Character design is from Humberto Ramos and Francesco Herreira, Marvel Comics designers.

About *The Prodigies*: Five young teenagers are violently assaulted. But they're

not your average teenagers... they're prodigies. The trauma of the assault incites them to lash out against the world in a cold and calculating way. The five chillingly brilliant minds come together to concoct a perfect revenge. The only person aware of the impending doom is Jimbo Farrar, a sixth prodigy, who has gathered them. As long as he fights against his five counterparts with all his might, there's hope for the world. But should he turn over to their side, it's only a matter of time before a disaster of apocalyptic proportions ensues...

ck Calvin Klein Eyewear's 3-D Sunglasses

ck Calvin Klein Eyewear has partnered with Marchon3D™ to infuse its patent-pending 3-D lens technology into the designer eyewear sector. The patent-pending M3D lens technology is the only curved 3-D lens on the market that is RealD certified. The curved lens, matching the contour of the eye, improves and maximizes a consumer's 3-D viewing experience, allowing for a greater image immersion. The photocromic lens technology allows consumers to wear their glasses indoors and outdoors.

The ck3D sunglasses will be offered in three men's and three women's styles, each providing:

M3D patent-pending circular-polarized lens technology to provide the best possible 3-D viewing experience

Photocromic capability, transitioning from indoor 3-D glasses to outdoor UVA/UVB/UV-C protected sunglasses

RealD certified

The ck Calvin Klein eyewear, part of the M3D collection, will be available December 2010 with the retail price of \$180.

XPAND 3-D Glasses Now at Sears

XPAND shipped its first order of Universal 3D Glasses to Sears for its first round of availability to the consumer. The glasses will be available throughout the United States in-store and online at Sears.com.

While most 3-D glasses are only compatible with a single brand of TV and cannot be used with other brands of TVs or computers, XPAND Universal 3D Glasses are compatible with any 3-D ready, infrared-emitting display. They can also be used in any of the thousands of XPAND 3-D ready movie theaters around the globe.

For more information on XPAND's Universal 3D Glasses, visit <http://www.xpand-cinema.com>

Oakley Releases Optically Correct 3-D Glasses

Oakley, Inc. announced the release of what they call the world's first optically correct 3-D glasses, Oakley 3-D Gascan®. Utilizing the company's proprietary HDO-3D™ technologies, these premium glasses are engineered for unrivaled 3-D performance, superior visual clarity and signature Oakley comfort. Oakley 3-D Gascan will both complement and optimize the technology used in the majority of 3-D movie theaters around the world.

With HDO-3D, Oakley 3-D lenses virtually eliminate the ghosting or "crosstalk" between images that reach each eye from one moment to the next, a potential problem with inferior 3-D glasses. Lens curvature is another issue with conventional 3-D glasses. Greater curvature around the eyes provides a wider field of view, but without highly precise optics, even a mild curve can cause visual distortion.

Oakley technology maintains optical clarity so the wearer can enjoy a wide field of sharp vision. The curvature of Oakley 3-D lenses has the added benefit of minimizing distracting glare. This premier release of Oakley 3D Eyewear is a special rendition of a popular Oakley frame design. Oakley 3-D Gascan have been released in two optional frame finishes: Polished Black and Polished White. The new 3-D glasses will be available for U.S. \$120 at select Sunglass Hut locations, Oakley Stores, www.Oakley.com and www.Zappos.com.

Trick or Treat - Indie Filmmakers Tackle Monstrous Task of 3-D Animation

FranknSon (<http://www.FranknSon.com>) is a feature-length, 3-D animation that has just entered development and will go into production next year. *FranknSon* tells the story of a young monster in search of a family. It's a tale that will appeal to both kids and adults; as it draws upon the legendary Monsters from the golden age. It is about a forgotten group of Monsters that gets a second chance and a village that needs redemption. It's a timeless story of love and family, of friendship and loyalty. Apart from great characters, it has a wonderful screenplay. There are elements of the best "buddy movies" with a touch of *The Magnificent Seven*/Seven Samurai meets *FranknSon*.

I will see you at the meeting.

International 3D Society 2010 3D Technology Awards

by David Starkman

On October 19, 2010, Susan Pinsky and I had the pleasure of attending the International 3D Society 2010 3D Technology Awards ceremonies at the Grauman's Chinese Theater complex in Hollywood, CA. Also attending were LA3DCLUB members Ray Zone, Kathleen Fairweather, Jeff Amaral, Jon Schnitzer and Jinsha Moore, Shannon Benna, Eric Kurland, and John Hart.

The International 3D Society has been founded to advance the art and technologies of stereoscopic 3-D content and its professional innovators. The I3DS hosts educational opportunities for showcasing work, recognizing achievement and advancing member growth. The International 3D Society is open to individuals and organizations active in moving 3-D media to an exciting new era of creative achievement and consumer support. The award that they created is called the "Lumiere Award," and is made by the same company that makes the Oscar® statue award for the Academy of Motion Picture Arts and Sciences.

Unlike the Creative Awards, which were given out in February of 2010, for best achievements in 3-D film making, the Technology Awards acknowledge the people and companies who are creating equipment and software to make high quality digital 3-D filming both easier and better than it has ever been before.

Here is a list of the 2010 3D Technology Awards recipients:

- 3ALITY DIGITAL - "STEREO IMAGE PROCESSOR (SIP)" Martin Beck, Martin Borchert, Matthias Lenz, Howard Postley, Steve Schklair
- AUTODESK "MAYA" - Dan Pressman, Jason Walter, Martin Werner, Colonel Robert Bernier* Optics *Gold Award
- Chris Condon (of StereoVision International) - Lifetime Achievement
- DOLBY LABORATORIES "DOLBY 3D" - Wilson Allen, Gary Gomes, Marty Richards, Dave Schnuelle
- "DISNEY DUAL-CAMERA 3D RIG" STEVE HINES & THE WALT DISNEY STUDIOS
- IMAX** "SOLIDO SYSTEMS" - Ken Baker, Michael Dean, Gord Harris, Michael Hendriks, Phil Insull, Brian Neale, Mehran Omidvar, William Shaw ***Century" Award
- IMAX* "DUAL 16/65MM & 30PERF SINGLE-STRIP 65MM 3D CAMERA" Leo Baljet, Colin Gardiner, James

Neihouse, John Shaw, William Shaw - *Gold Award

- In-Three "Dimensionalization®" Neil Feldman
- IRIDAS* "DUALSTREAM" - Michael Gallo, Lin S. Kayser, Michal Krcmar - *Gold Award
- MASTERIMAGE 3D "DIGITAL 3D CINEMA SYSTEM" - Younghoon Lee, Yongbi Jung MSM Design*
- DUAL 16/65MM & 30PERF SINGLE-STRIP 65MM 3D CAMERA" - Gordon Gruel, Barbara Mueller, Martin Mueller, William Nixon, John Stafford *Gold Award
- NVIDIA "3D VISION™" - David Cook, Frank Fox, Gerrit Slavenburg
- PANASONIC - Wheatstone Award
- QUANTEL "PABLO" - Simon Rogers, David Throup
- RealD** "CINEMA SYSTEM" - ***Century" Award
- SASSOON FILM DESIGN - "2D TO 3D CONVERSION" - Tim Sassoon
- SONY PICTURES IMAGEWORKS - "3D PIPELINE" Alan Davidson, Rob Engle, Dan Lake, Peter Palombi, Mylene Pepe, J. Robert Ray
- TEXAS INSTRUMENTS** - "DLP CINEMA" - ***Century" Award
- THE WALT DISNEY STUDIOS "3D PIPELINE" - Evan Goldberg, Andrew Hendrickson, James Hurrell, Joseph Longson, Phil McNally, Robert Neuman, Paul Allen Newell, Matthew Schnittker
- XpanD "ACTIVE 3D CINEMA SYSTEM" - Boyd McNaughton

After a one hour reception, the ceremonies began with a short 3-D film clip. This was a superb quality presentation of Chinese dancers in colorful traditional looking costumes, presenting a highly synchronized dance routine. The dancers were lined up so precisely that the dance began with what looked like a single dancer, but quickly expanded as the dozen or so dancers, behind the front one, had arms that emerged in waves and levels going behind the first dancer. Then one by one the dancers emerged fully, in expanding and merging patterns, which would not have been nearly as impressive without the superb 3-D cinematography of the routines. It ended to a rounding applause, and at the end credits we learned that this was part of a 11 minute 3-D film called *My Dream*, shot only a few weeks earlier in Korea. It is a Coproduction of Hwy3D, China Disabled Performance Troupe and Korean Film Council. Directed by Joy Park, Executive Stereoscopic Producer: Ray

Zone, Stereographer: Jeff Amaral, and 3ality camera rig operator: Scott Ressler. Ray, Jeff, and Scott are all members of the Stereo Club of Southern California.

Susan and I were pleased to see our friend, and former employer (when we worked at Stereovision International) Chris Condon, honored with the first LIFETIME ACHIEVEMENT Technology Awards from the I3DS. A clip from his famous 1969 3-D financial hit, *The Stewardesses* was shown.

Sadly, Chris, whose work in 3-D filming spans 50 years, was unable to attend due to health issues, but presenter Lenny Lipton of Oculus 3D, said the award would be taken to him Wednesday at his hospital room in Burbank.

We were pleased to see NSA Board Member Ray Zone introduced as the Society's "3-D Historian." To that end, Ray came to the lectern, and introduced two historical film clips. The first, the Lumiere Brothers 1895 *Arrival of a Train*. Though not 3-D, the story is that when this was first publicly shown in 1896, some people in the audience leapt out of their seats, to get out of the way, as seeing a moving image of a train heading straight for the audience was a new experience. Ray explained that while there were rumors that this was shot in 3-D, in reality the Lumiere Brothers shot a very similar experimental 3-D film in 1935. We were then showed this film clip in 3-D. It was gratifying to see that the I3DS wants to acknowledge the history of 3-D cinema that has led the medium to its current state.

A highlight of the program for us was a work-in-progress, four-minute clip presented by Susan Lloyd from her grandfather Harold Lloyd's classic silent black-and-white film *Safety Last*, in which there is the famous scene showing Lloyd hanging several stories high from a giant clock over a busy downtown Los Angeles street. The original clip of this scene was shown, followed by a colorized and 3-D version that was amazingly good in its stereoscopic depth. Apparently a part of this film is being converted to 3-D and colorized by Legend 3D and founder Barry Sandrew, who invented digital colorization. Even though the clip looked excellent, we have read that Sandrew told 3DHollywood.net that it is still being improved, and the final version will be shown at the second annual International 3D Society Awards honoring creative arts on Feb. 9, 2011. He also said that there are no plans to convert the entire film. We hope that the Lloyd estate may change its mind about this once the final test is complete. This may prove that even a classic silent film may have a new life thanks to high quality 3-D conversion.

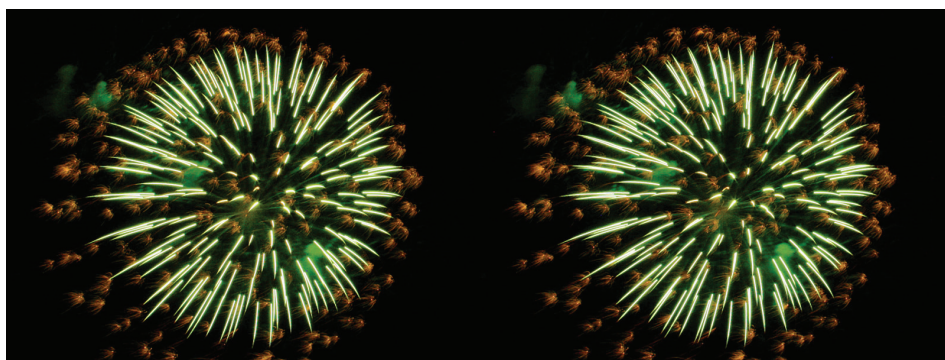
With a lot of the Hollywood community still on the fence about whether this current popularity of 3-D cinema and 3-D television is here to stay, the International 3D Society seems to be filling a role within that community to educate the professionals who make a living in this field, and ensure that 3-D is taken seriously, and that it becomes a permanent creative option to modern filmmakers.

HOLIDAY BANQUET PROGRAM

- **INTRO (5 min)** - A brief exposition of the 3D gear and methodology used to make the 3D programs shown tonight (where not included in the program itself).
- **STREAKLIGHT SONATA (9min)** - Various techniques of streak-photography are presented in still-animations and video, including long-exposures of moving light-sources, light-painting with wands and orbs, camera shaking and tossing, etc.
- **COSMIC JOURNEY (11 min)** - This program features 2D-to-3D conversions of a large number of Hubble Space Telescope images. Both stills and full-motion animations of Jovian clouds, nebulae, and galaxies are included.
- **THE HOMEWRECKER (8 min)** - A holiday gone bad. A dog, a present, a Christmas tree, Winner of the Paul Wing Award at NSA2010, this short comedy uses a combination of HD stereoscopic video, DSLR timelapse, and 3D stills.

And, with time and interest permitting,

- **WAVE RIDERS (10 min)** - A movie featuring slow-motion (3 – 5fps) stop-action sequences of the wet and wild kayak rodeo in Salida, Colorado, June 2010. With sometimes humorous, sometimes death-defying white-water action, this piece illustrates having fun with DIY low-budget progressive-scan video.



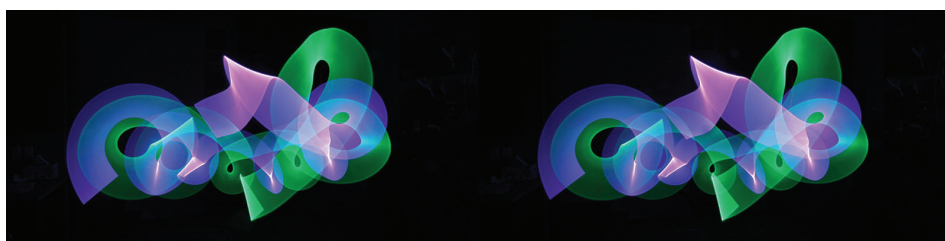
Hyper long-exposure fireworks (Streaklight Sonata)



The Villain (how could that be?) of Homewrecker



Helix Nebula conversion motivated by a computer simulation (Cosmic Journey)



Light-wand dances (Streaklight Sonata)

John Hart Bio

John took up stereo imaging in 1998, after pursuing flat (2D) nature and wildlife photography for almost 30 years. Initially he concentrated on stereoscopic adventure-sports photography involved with canyoneering, mountain climbing, and white-water kayaking. More recently he has been using innovative techniques to visualize a wide range of scientific phenomena, with the goal of using stereo-realism to bring out the artistic beauty of his subjects. Examples of this work include sub-microsecond ballistics, DSLR-timelapse, optical-slicing microscopy, 2D-to-3D conversions of Hubble imagery, and animations of hyper-complex fractals.

John has developed instrumentation for viewing stereoscopic prints (the MirScope) and has contributed to the methodology of combining animated stills and videos into stereoscopic programs designed for digital projection and 3DTV's. Single-sided versions of his stereo-pairs have appeared in magazines like Outside, Adventure Sports, American Canyoneering, and on the covers of Science, Microscopy Today, and StereoWorld. His photomicrographs routinely place among the top entries in the yearly Nikon International Small World competitions, and his projected 3D programs have won first-place awards at NSA Conventions (2007 - 2010 inclusive) and at the LA3D FilmFest (2010).

Feature Presentation

3 Excellent stereo
shows by special
guest JOHN HART
of Colorado

Menu

ENTREE:

Coq au Vin

Pot Roast of Beef

Pasta Monegasque

Salad Course

Ice Cream Dessert



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7:30 pm

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at the door