

HPA 2006 Technology Retreat

The New 3D

Some Random Thoughts on the “new” 3D

Rob Engle

3D interest resurges every 20 years (give or take)

- 1950's: dual projection
 - Bwana Devil, House of Wax, Kiss Me Kate
- 1970 and 80's's: over-under
 - Andy Warhol's Frankenstein, Jaws 3D
- 2004+: CG features, IMAX and Real-D
 - The Polar Express, Chicken Little, Monster House

So what's so “new” about it anyway?

- Convergence of Digital Technology
 - Tools for Production
 - CG feature animation
 - Live action features with sophisticated effects
 - Conversion of existing “flat” films
 - Technique for Delivery
 - Projection techniques have improved
 - Value proposition for exhibitors
- Result: a Better 3D Experience

The Polar Express

- IMAX
 - 2-strip 70mm film
 - Parallel cameras
 - Approx. 70 theaters worldwide
- Opened Nov. 2004
- Re-release Nov. 2005



Monster House

- Real-D digital 3D
 - Single digital projector
 - Smaller screens
 - Convergent cameras
 - Approx. 200 theaters?
- Opens July 21st 2006



Common Characteristics

- Films designed and created for 2D presentation
- Re-render film for second eye
- Not the same movie
- Day and date release!

What Makes for “Good” 3D?

- Comfortable
- Immersive
- Rarely Distracting or Gimmicky
- Hint... make a good 2D movie first

Departments Affected by 3D

- Editorial
- Sound
- Color Timing
- Distribution
- Marketing

Some questions to consider...

- Is this just another fad or does it have legs?
- How can we maintain a quality 3D experience?
- Critics?
- How do we anticipate requirements for (eventual) 3D home video?

Thanks!



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