

3DNA

May 2013

The Newsletter of the International 3D Society
and 3D@Home Consortium

3D's BIGGEST SUMMER YET

HIGHLIGHTS:

- Summer 3D Box Office Preview and Forecast
- Mercedes Benz E-Series goes 3D
- China Film Industry Booms
- 3D: The Doctor's Prescription
- 2013 New Product Awards!





3D's Biggest Summer Yet

Dear Colleagues,

The summer of 2013 is on track to become the biggest box office summer in history, beating 2011's domestic record of 4.4 billion dollars. If Hollywood beats its 2011 mark, 3D will be a key factor to this success. This month alone will likely be 3D's biggest single box office revenue month ever. 18 major 3D movies are on the schedule between now and the end of August. With a global 3D infrastructure in place, and the ongoing 3D ticket surcharge, the Society projects that this year's 3D movies will generate more than 5 billion dollars in domestic 3D ticket sales, and more than 12 billion dollars worldwide.

In this newsletter, we'll look at what's in store as we present our guide and financial projections for 3D movies over the balance of the summer. One thing is for certain: the new level of 3D artistry in these movies is more sophisticated, more aggressive, and more technically advanced than any movies before them. 3D is growing up.

As seen firsthand at many Society meetings around the world, 3D's impact is not just being felt at the movie plex. It is changing the way professionals approach their work, from the operating room to the auto dealership.

In this issue of 3DNA, you'll read about the new Mercedes Benz E –Series Luxury Cars, which now come equipped with stereo cameras to aid the driver in navigating traffic.

Eye doctors are prescribing 3D technology to solve amblyopia. In this issue, you'll see a new active-shutter technology being prescribed by eye doctors. And you'll read an article from the BBC about a 3D moviegoer who had his stereo vision restored after viewing "Hugo".

China has now become the world's 2nd largest movie market, after the United States. 3D movies are breaking box office records there almost every week. 'Iron Man 3' was the latest to become the biggest opening weekend movie of all time. Specific scenes from the film were shot for Chinese audiences. In this issue, we'll give you a peek at the impact that movies and television are having on the Chinese economy.



3D's Biggest Summer Yet

The 3D Society is proud to announce a new awards program for new products. This is the organizations' opportunity to recognize member companies for the efforts and their new products which are moving 3D forward. This is your opportunity to receive the recognition your organization deserves for your new product or service. You can read more about it in this newsletter. 2013 will be 3D's biggest year yet.

Jim Chabin
President
International 3D Society and 3D@Home Consortium

3D Buzz



On the heels of 'Life of Pi' and 'The Great Gatsby,' Warner Bros. new movie, 'Gravity' is slated to be this Fall's major 3D drama. Starring George Clooney and Sandra Bullock as ill-fated astronauts, 'Gravity' has the industry buzzing about award-worthy performances, and 3D artistry. 'Gravity' is due in theatres this October.



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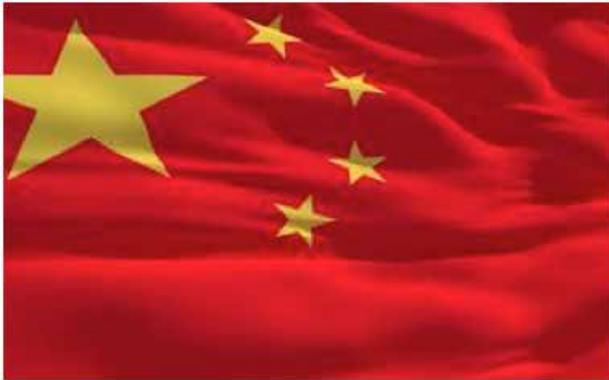
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The China Factor



With increasing speed, China is poised to become the powerful new voice in the 3D movie business. With more than 40 major 3D movies being released from Hollywood, the China market is the most lucrative opportunity for 2013 and beyond.

'Iron Man 3' broke all previous box office records in its opening weekend in China last week. The re-release of 'Titanic 3D' generated almost 200 million dollars there, and Universal holds high hopes for 'Jurassic Park 3D' which will debut in China soon. So, for U.S. 3D content creators, China is a market for new material as well as selected re-releases.

The 3D Society Chapter in China is led by CCTV, and the Beijing Film Academy. The committee reports that consumer enthusiasm for 3D movies and television continues to be strong. New digital 3D cinemas are being opened every week, and Chinese consumers are using the 3D feature on their TV flat screens in higher numbers than anywhere else in the world.

Chinese consumers are more likely to view 3D

content on their 3D flat screens. According to DisplaySearch, more than 50% of Chinese households with 3DTV's have activated the feature, and viewed 3D content. CCTV has continued to maintain its plans for rolling out additional 3DTV channels, as quality content becomes more available.

Film and television are also becoming a significant industry and tax base for the Chinese economy. According to a study sponsored by the Motion Picture Association (MPA) and the China Film Distributors and Exhibitors Association (CFDEA), movies and TV added \$15.5 billion to the Chinese economy and supported 909,000 jobs in 2011. The industry also generated \$3.4 billion in tax revenue for the country.

Yang Buting, chairman of the CFDEA, said "This has been driven by the Chinese audiences' desire to experience new films and television shows on multiple platforms, matched with incredible business innovation and development on the part of the industry. More people are enjoying films and television shows at brand-new digital cinemas and on the latest handheld devices than could ever have been imagined five years ago."

"This is a sector fueled by innovation, creativity and hard work, providing high-value jobs to hundreds of thousands of people and, in the case of China, employing over 900,000 men and women who have made their careers and livelihoods in



The China Factor

bringing joy and entertainment, laughter and tears to millions across the country and millions more across the globe,” added Mike Ellis, president and managing director of Asia Pacific for the MPA, which represents the six studios. “This is the reason why we are fully committed to working closely with the local screen community to promote and protect an industry which makes such a significant economic and cultural contribution to the country.”

Mondays announcement included a note of caution, as Chinese creators and executives called for continued vigilance when it comes to content protection.

“[This report] helps to illustrate the social and cultural contribution made by the screen industries to Chinese society and the potential for those stories to educate and entertain new audiences around the world,” said Xue Xiaolu, writer and director of the breakout hit “Finding Mr. Right.” “We are fortunate that creativity and modern technology are combining to provide a golden age of cinema and other digital screen content. However, it is important that creative work is respected and that copyright continues to play a vital role in stimulating innovation and new storytelling.”

“This report helps to increase awareness about the value this industry brings to China and consequently the importance of the rights of film and television makers and copyright owners,” added Zhu Yongde, chairman of the China Film Copyright Association (CFCA). “The Chinese government has made a substantial commitment to protect creative work, and we have made significant progress to ensure that people have access to films and television shows through the many legal means available to them. However, there is still much work to be done to ensure that creative work is fully respected and protected.”

The report, called “Economic Contributions of the Film and Television Industries in China,” was prepared by Oxford Economics. The study also found that the industry’s total contribution, including direct, indirect and “induced” impact, chipped in \$42.1 billion to the Chinese GDP, 4.5 million jobs and \$8.8 billion in tax revenues.

<http://www.bizjournals.com/losangeles/news/2013/04/22/film-and-tv-add-15-billion-to-china.html?s=print>



Mercedes Benz E-Class to Feature 3D Cameras



Engineering has been the hallmark of Mercedes Benz marketing messages to consumers. The car maker's new advertising campaign promotes "stereoscopic camera-equipped" E-Class automobiles.

The Kentucky Derby is one of the last places one would expect to hear about new 3D innovations. But in the NBC live telecast of the 2013 "Run for the Roses," viewers were treated to a new Mercedes Benz TV commercial promoting its newest "3D Feature."

The car maker has launched a series of commercials promoting its new E-Series of luxury cars, which will feature "stereoscopic cameras" to improve the performance and safety of its 2014 vehicles.

The E-Class carries eleven newly-developed driver aid technologies under the banner of "Intelligent Drive." The basis for all this is new state-of-the-art sensors and their associated algorithms. Mercedes-Benz has introduced the Stereo Multi-Purpose Camera which is located on the windshield near the rear-view mirror. This camera features two "eyes," set at an angle of 45 degrees to produce a three-dimensional view of the area up to 55 yards in front of the vehicle and with an overall range of up to 550 yards. The stereo camera gathers data for processing by various systems. They can detect vehicles driving in front, oncoming or crossing and evaluate this three-dimensional visual information to determine their speed and position. They can also identify pedestrians within a large field of vision.

Most competitive car manufacturers are just steps behind Mercedes. So, while the E-Class may be this year's first crop of 3D equipped cars, they likely won't be the last.



2013 New 3D Product Awards

In an effort to recognize companies and products “moving 3D forward,” the International 3D Society has announced its “3D Products of the Year” awards competition.

“The 3D Society’s Creative Arts Awards and 3D Technology Awards were created to recognize achievement for products and content which have demonstrated both ‘impact and innovation,’” said Society President, Jim Chabin. “These new awards will allow us to recognize new 3D products and new innovations which are just now entering the marketplace,” he added.

The competition invites companies with outstanding new 3D innovations and projects to enter. Judging will take place over the summer months, and the awards presented at a special ceremony in Los Angeles in September.

“Our Lumiere awards are presented to establish products which have already left a major mark on 3D,” said Awards Chair, Buzz Hays. “This is a new opportunity to recognize fresh, innovative products which we think will be exciting consumers in the year ahead,” he added.

Awards will be presented in more than 10 categories. Deadline for entry is July 15th and winners will be announced September 15th. “Each year, we receive information about exciting new 3D products coming to market,” said Society Awards Vice President, Nick Urbom. “With these new awards, we now have a chance to tell the world about these new products, and acknowledge the extraordinary efforts of our member companies,” he added.

To find out more about the entering your product or service, please contact Nick Urbom at: Nick@International3DSociety.com.



'Iron Man 3' Kicks Off Summer 3D Box Office with an Iron Clad Billion Dollar Mark

Disney's and Marvel's "Iron Man 3" is on track to kick off the summer movie season by being very likely the first billion dollar hit of the year. The movie will soar past 1 billion dollars in just 2 weeks. It has generated more than 95 million dollars in China, alone.

"Iron Man 3" started its North American debut from overseas where it opened a week earlier. Starring Robert Downey Jr., Gwyneth Paltrow and Don Cheadle, was the weekend's only wide opener.

The movie opened in 4,250 theaters, with reports that more than 40% of its ticket sales in the U.S. were at 3D premium ticket prices. Analysts expect 60% 3D ticket sales overseas. Interestingly, the movie appealed to adults as well as fanboys.

55% of the opening weekend's attendance was in the age category of men 25+. Audiences gave it an "A" CinemaScore.

It easily surpassed the \$128 million 2010 debut of "Iron Man 2" and easily be 2013's best opening, more than doubling the \$79 million opening of Disney's "Oz the Great and Powerful" in March.

"Iron Man 3" co-stars Jon Favreau and Ben Kingsley. Veteran Shane Black ("Lethal Weapon") directed the project from a screenplay he co-wrote with Drew Pearce. Favreau, who directed the first two films, is an executive producer, along with Marvel Studios president Kevin Feige.

<http://movies.yahoo.com/news/iron-man-3-heads-170m-weekend-68m-friday-152228608.html>



Robert Downey Jr., as Iron Man, has become Marvel's biggest franchise star.



Summer 3D Preview

3 years ago, one could count the number of 3D movies playing over the summer on one hand. 2 years ago, most Society members were disappointed at some of the technical levels of 3D movies being released. Not this year. In 2013, millions of movie fans will stream into their local multiplexes in search of big, breathtaking, box office blockbusters. Of the 10 movies expected to be box office gold in the next few months, 6 are 3D movies. There are a total of 18 major Hollywood movies in line, promising a new 3D movie almost every week between May and the end of August. This month, 'Iron Man 3,' 'The Great Gatsby,' 'Star Trek: Into Darkness,' and 'Epic,' all in 3D, are projected to make May of 2013 3D's most successful month ever.

The Society projects, based on input from our members and member companies, that when 2013 draws to a close, more than 5 billion dollars in domestic 3D ticket revenues will have been booked. Globally, 3D ticket sales will account for a staggering 12 billion dollars in box office revenue.

3D Society member stereographers have said that directors have become bolder, more creative, and more respectful of how 3D can enhance their storytelling. Analysts see the potential for the 2013 summer box office to break all records for revenue. The previous record is held at for the summer of 2011, at 4.4 billion dollars. Key to these projections are the enhanced revenue opportunities which 3D premium ticket pricing provides. Internationally, 3D can account for 60% of a particular movie's ticket purchases. 3D movies are a hit with Chinese movie fans, where as much as 90% of tickets sold for a particular movie are 3D tickets. Considering China's ascension to the status of the world's 2nd largest movie market, that's good news.

To keep track of the action, here is your preview of what's coming in 3D to a theatre near you.



Friday, May 3rd

Iron Man 3

Marvel/Disney

As reported on page 5, 'Iron Man 3' has taken the worldwide box office by storm. Its opening weekend in the U.S. was the 2nd biggest ever (after 'Harry Potter'). Its opening day in China was the biggest single opening for a movie, ever. More than 40% of the U.S. ticket sales were for premium 3D tickets, while overseas 3D ticket sales accounted for as much as 60%. 'Iron Man 3' is on its way to becoming a billion dollar 3D blockbuster.

Forecast:

400 million domestic; 900 million overseas;
1.3 billion dollar total.





Friday, May 10th

The Great Gatsby

Marvel/Disney

Few films have been more anticipated than Baz Luhrmann's 'The Great Gatsby.' With an opening weekend of over 50 million dollars, and with two-thirds of those tickets being sold to adults over 25 years of age, 'Gatsby' did not disappoint.

Following in the footsteps of Martin Scorsese's 'Hugo,' and Ang Lee's 'Life of Pi,' Society members see 'Gatsby' as this year's most promising 3D movie to date for creative use of the medium for female and older audiences. Influenced by Alfred Hitchcock's 'Dial M for Murder,' an iconic 1950's 3D work, Luhrmann uses 3D to establish characters, locations, and dramatic moments in effective new ways (see article on page 30).

An adaptation of F. Scott Fitzgerald's Long Island-set novel, Midwesterner Nick Carraway is lured into the lavish world of his neighbor, Jay Gatsby. Soon enough, Carraway sees through Gatsby's nouveau riche existence, where tragedy awaits.

Accompanied by the firepower of Leonardo DiCaprio, Toby Maguire, and Carey Mulligan, and a soundtrack from Jay-Z, Beyonce, Andre 3000, and Lana Del Rey, 'Gatsby' trailers have played to spellbound moviegoers for almost a year. A music single from the soundtrack is already on heavy rotation on radio stations across the country. Sandwiched between blockbusters 'Iron Man 3' and 'Star Trek: Into Darkness,' expectations for box office have been muted. Analysts thought the movie would do well to open at 25 to 30 million dollars. But, the opening weekend gross of 51 million surprised and impressed all the skeptics. It's a hit.



Golden Globe and Academy voters will be watching DiCaprio's performance, as this is the kind of role that could generate a 'Best Actor' Oscar for him.

With many fans of 'Moulin Rouge' and 'Romeo and Juliet' (Luhrmann's earlier works), 'Gatsby' has a built-in audience of younger (and older), sophisticated moviegoers, who are looking for a more mature story.

Forecast:

Society members project that 'Gatsby' could generate more than 150 million dollars domestically, and another 150 million overseas, for a total of 300 million dollars worldwide. This is impressive, considering it is sandwiched between 'Iron Man 3' and 'Star Trek: Into Darkness.'



Friday, May 17th

Star Trek: Into Darkness

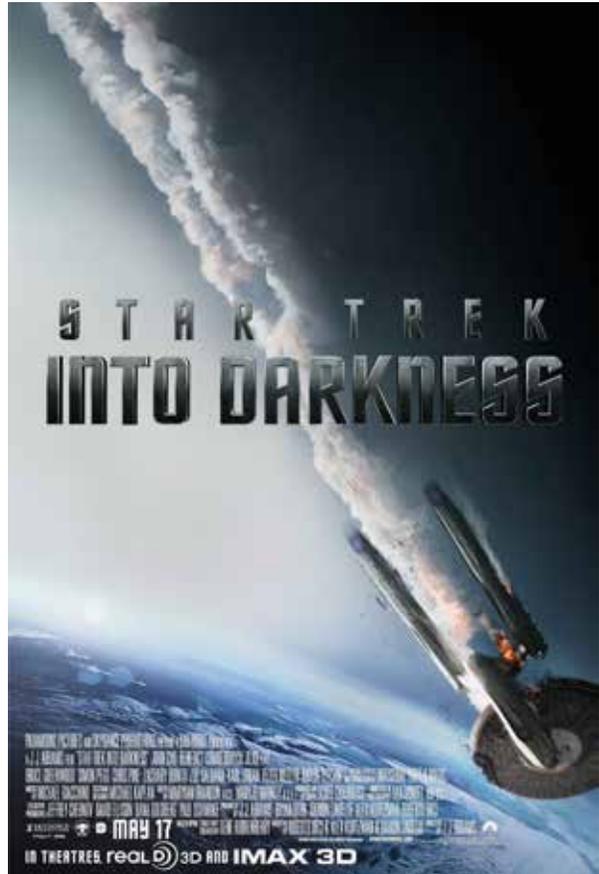
Paramount

When the crew of the Enterprise is called back home, they find an unstoppable force of terror from within their own organization has detonated the fleet and everything it stands for, leaving our world in a state of crisis. With a personal score to settle, Captain Kirk leads a manhunt to a war-zone world to capture a one man weapon of mass destruction. As our heroes are propelled into an epic chess game of life and death, love will be challenged, friendships will be torn apart, and sacrifices must be made for the only family Kirk has left: his crew.

The 2009 'Star Trek' boasted a new cast with Chris Pine starring in the role of Captain Kirk. The film surprised almost everyone with an impressive 257 million dollar box office take, and positive critical reviews. JJ Abrams directed this new 3D movie, and has been announced to helm the next installment of 'Star Wars,' due in 2015.

Forecast:

If 50% of total global ticket sales are in 3D, our analysts project 'Star Trek' could generate more than 250 million dollars in the U.S., and 300 million dollars in overseas markets for a total of 550 million dollars worldwide.





Friday, May 24th

Penguins 3D (IMAX Only)

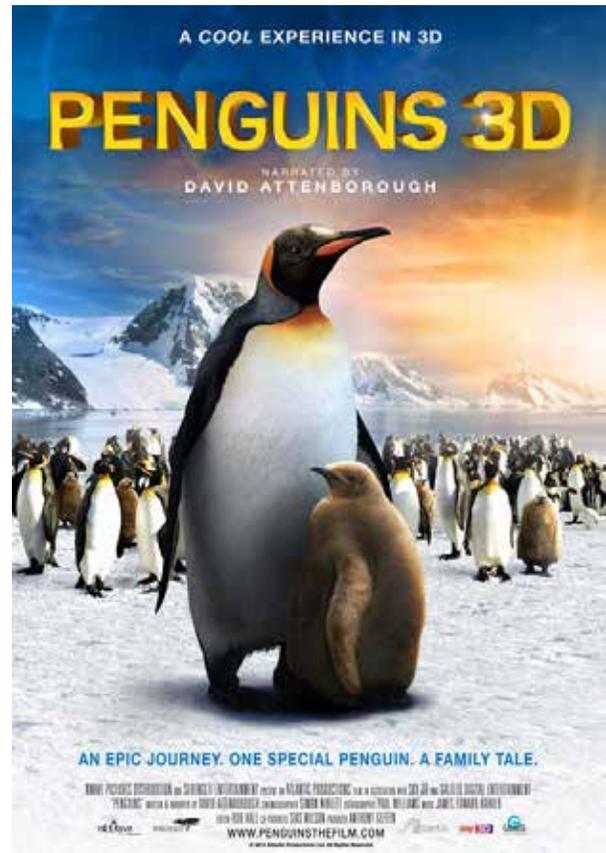
IMAX

Families looking for a cool escape this summer can find it at a nearby IMAX theatre. 'Penguins 3D' is a documentary narrated by the legendary David Attenborough.

Attenborough appeared at the 3D Society's Summit this past month at the British Film Institute. He is seen regularly on BSkyB U.K.'s 3D channel with his documentary series that takes him from his home base in London to natural habitats around the world. Attenborough is a great proponent and supporter of 3D, and announced at the Society conference that he is beginning work on a new 3D documentary for BSkyB.

Forecast:

The Society predicts that this summer documentary will bring in a cool 7 million dollars.





Friday, May 24th

EPIC

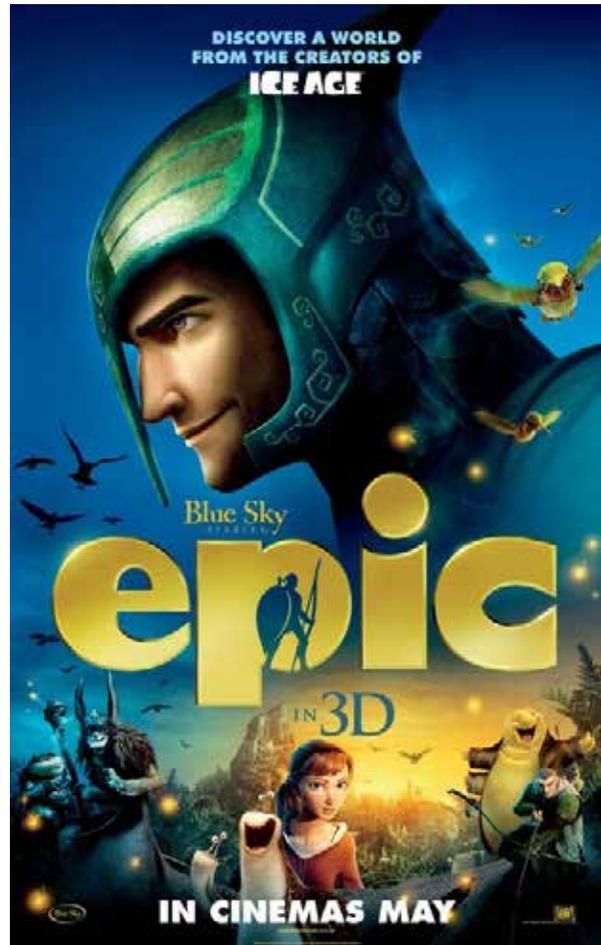
20th Century Fox

From the creative team that brought you 'Ice Age,' 'Epic' is Fox's first summer animated feature. Under its new distribution deal with DreamWorks Animation (DWA), Fox will also release 'Turbo.' Directed by Chris Wedge, and starring Beyonce Knowles and Amanda Seyfried, the buzz has been good for this animated production.

A teenager finds herself transported to a deep forest where a battle between the forces of good and the forces of evil is taking place. She bands together with a rag-tag group of characters in order to save their world -- and ours.

Forecast:

This creative team knows how to generate box office revenues. The first 'Ice Age' in 2D generated 655 million dollars worldwide, while the 2nd generated 886 million dollars. The most recent 'Ice Age' in 3D generated 877 million dollars in cold cash. Positioned between two live-action powerhouses, 'Star Trek' and 'Man of Steel,' our members still think 'Epic' could do more than 350 million dollars.





Friday, June 14th

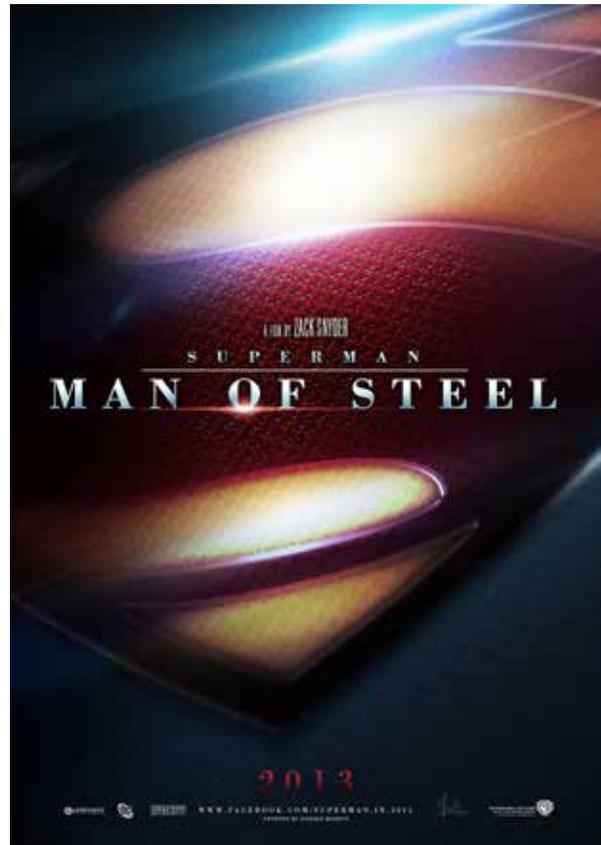
Man of Steel

Warner Bros

With a movie landscape now populated by Batman, Iron Man, Spiderman, Thor, and Captain America... Warner Bros. re-launching the Superman franchise is an all new game for the studio. 2006's 'Superman Returns' generated a not-insignificant 200 million dollar domestic box office gross. With 'Dark Knight' director Christopher Nolan advising 'Man of Steel' director Zack Snyder, this movie has scored well with preview audiences. Society analysts estimated that when the studio and Nolan agreed to make 'The Dark Knight Rises' in 2D, 250 million dollars in 3D revenues was left on the table.

Forecast:

With 3D now contributing to the revenue line, our estimates predict domestic box office for 'Man of Steel' at 300 million dollars, combined with overseas revenues of more than 400 million. If 'Man of Steel' exceeds 700 million dollars worldwide, the Superman franchise is back -- in 3D -- stronger than ever.





Friday, June 21st

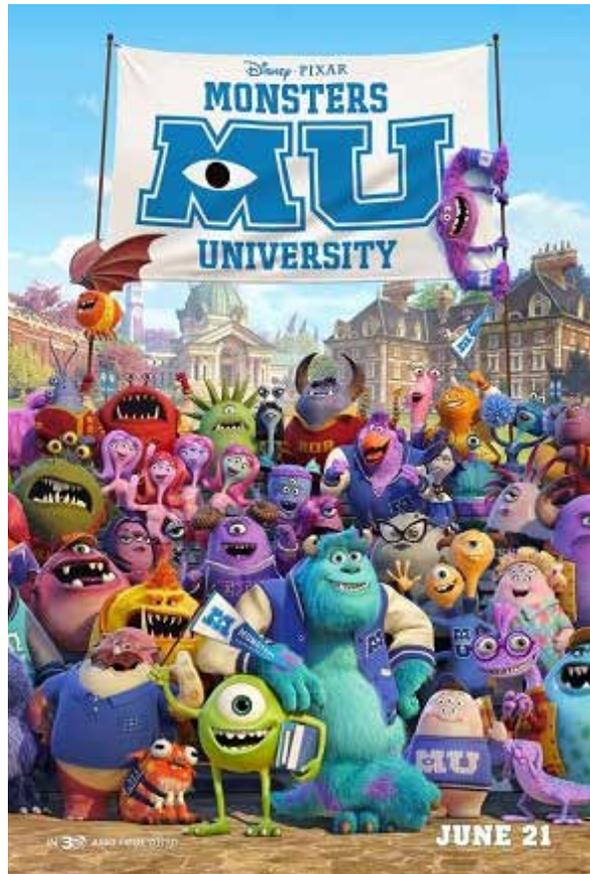
Monster University

Pixar

'Monsters, Inc.' from Pixar grossed over 250 million dollars when it was first released more than a decade ago. At CinemaCon last month, where the entire 'Monsters University' was screened for theatre owners, the response was enthusiastic. Most of the NATO members predicted another "monster hit" for Pixar with 'Monsters University.' "Monsters University" unlocks the door to how Mike and Sulley overcame their differences and became the best of friends in this prequel.

Forecast:

With the remarkable success of DreamWorks Animation's 'The Croods' now at the half-billion dollar mark worldwide, our estimates for this movie are in the range of 275 million dollars domestically, and as high as 325 million dollars overseas. A 600 million dollar global total could make this one of the year's biggest 3D movies.





Friday, June 21st

World War Z

Paramount Pictures

Brad Pitt described 'World War Z' at a recent industry gathering, as a movie his sons would want to see. "If you have boys, you probably know they are into zombies," he chuckled. There were enough parents in the audience nodding their heads to convince us that 'World War Z' in 3D could take zombie movies to a whole new level.

United Nations employee Gerry Lane, played by Pitt, travels the world in a race against time to stop the Zombie pandemic that is toppling armies and governments, and threatening to decimate humanity itself.

Forecast:

The movie's trailer is getting 5 star reviews from online fan pages, and Brad Pitt's star power should attract great 12-34 audiences. The Society's experts predict 'World War Z' could achieve 450 million dollars worldwide.





Wednesday, July 3rd

Despicable Me 2

Universal Pictures

The original 'Despicable Me' surprised just about everyone when it achieved more than 260 million dollars in revenue during the summer of 2010. The characters, now very familiar, return for another adventure in stopping a super villain.

Forecast:

Opening for the July 4th weekend, Society analysts predict the movie will generate more than 200 million domestically, and as much as 250 million overseas. With 3D ticket sales premiums contributing a significant part of what is likely to be one of the summer's most successful movies, at 450 million dollars worldwide, there will be nothing despicable about 'Despicable Me 2.'

**MORE MINIONS. MORE
DESPICABLE.**

**DESPICABLE
ME 2**

COMING SUMMER
2013





Friday, July 12th

Pacific Rim

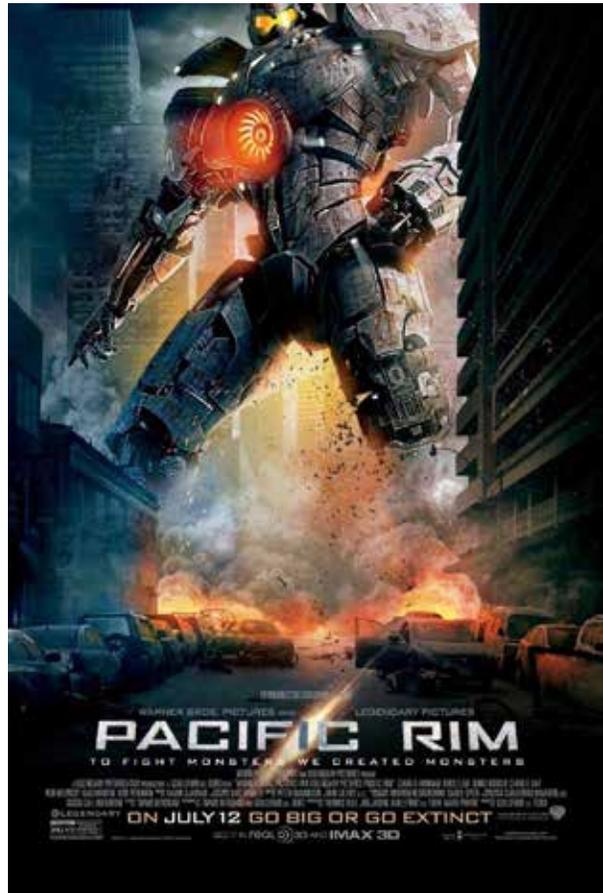
Warner Bros.

Legendary Pictures

Director Guillermo del Toro, director of 'Pans Labyrinth' in 2006 and 'Hellboy' in 2004, is highly regarded as an established sci-fi storyteller. Opening just after the 4th of July weekend, his new 3D sci-fi thriller is expected to be one of the summer's biggest hits. Speaking at last month's CiemaCon convention for theatre owners, del Toro emphasized his strong belief that all special effects and 3D use in his movies must serve the story first. This is mid-summer's biggest live-action, special effects filled action movie. Preview audiences of young people have scored 'Pacific Rim' extremely well, and July is a terrific month for big Warner Bros. releases ('The Dark Knight Rises' 2012).

Forecast:

If the preview audiences are right, and teenage boys stream to the theatres worldwide, analysts predict 'Pacific Rim' could easily break 150 million dollars domestically, and over 300 million dollars overseas. If it reaches past 450 million worldwide, it will undoubtedly be due to strong 3D ticket sales in North America and Asia... along the Pacific Rim.





Wednesday, July 17th

Turbo

DreamWorks Animation (DWA)

On the heels of 500 million dollars in ticket sales for 'The Croods,' DreamWorks Animation is off to a great start in 2013. 'Turbo' targets young moviegoers with another family friendly animated movie that both kids and parents can enjoy. The 3D effects in the film are dazzling, and the movie is centered around racecars. The animation is so real, and the sound so deftly designed, that the images of high performance Indy 500 racecars screaming around the track appear almost live-action. You can almost smell the gasoline and burning rubber.

Forecast:

Although it will be followed by 'Smurfs 2' just a few weeks later, 3D watchers and analysts won't be surprised if this Indy 500 movie, starring an everyday garden snail, passes the finish line at 500 million dollars.





Friday, July 19th

R.I.P.D.

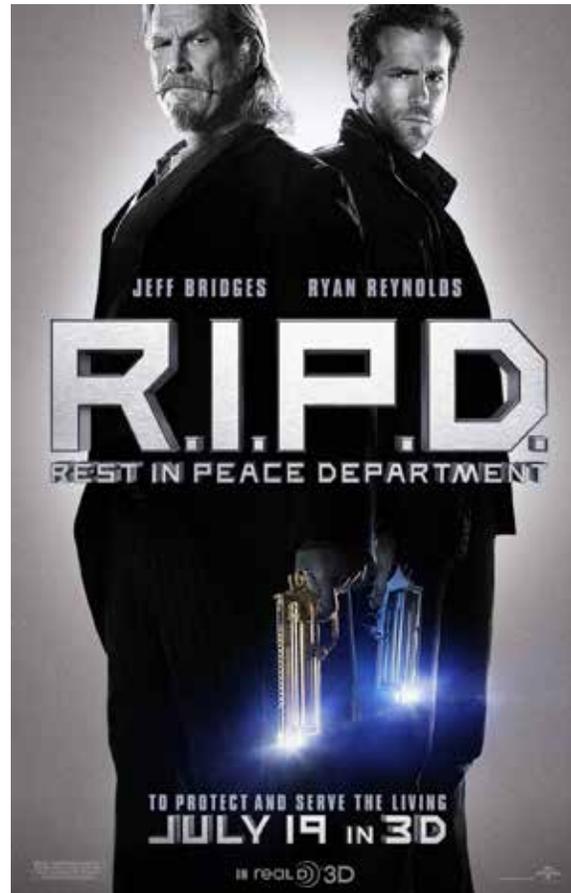
Universal Pictures

Universal Studios has recently seen the rewards of selling 3D tickets as 'Jurassic Park 3D' continues its world tour. Under the direction of Steven Spielberg, and with help from the wizards at StereoD, 'Jurassic Park' has introduced a new generation to this classic. Informed experts think the movie could end up generating 300 million dollars in worldwide 3D ticket sales before its global rollout ends this year.

With plans in the works for Sony to produce another 3D 'Men in Black' sequel after the box office success of its 'MIB 3,' Universal enters the field this summer with a buddy movie about 2 cops working in a surreal world. Starring Jeff Bridges and Ryan Reynolds, the plot centers on 2 deceased cops assigned to the Rest In Peace Department (R.I.P.D.).

Forecast:

Society analysts predict box office could be significant... and anything but D.O.A. Our experts predict 150 million dollars worldwide.





Friday, July 26th

The Wolverine

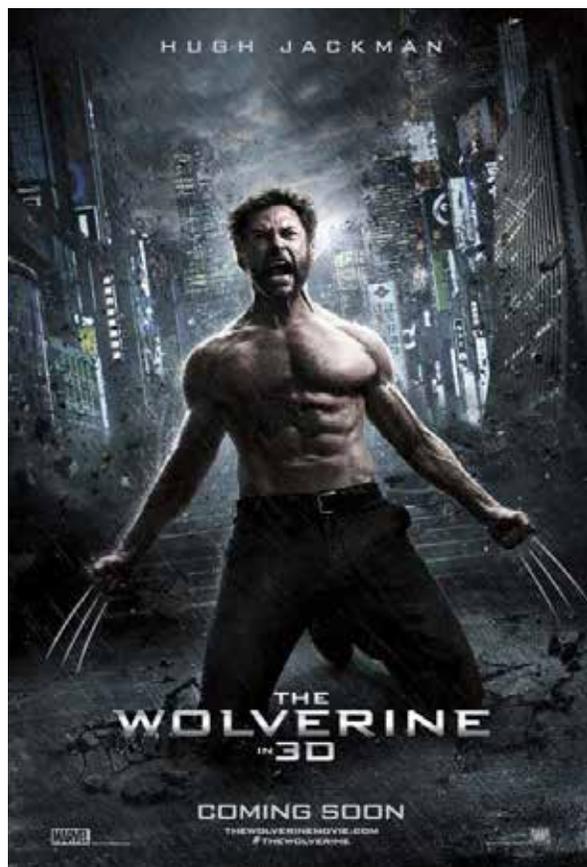
Marvel/Fox

With 'Iron Man 3' (Marvel/Disney) headed towards 2013's record books for the 1st billion dollar blockbuster of the year status, Marvel and 20th Century Fox are back in July with the next installment of 'The Wolverine.' The original 2009 production generated 179 million dollars domestically, and a total of 373 million dollars worldwide at the box office.

In modern day Japan, Wolverine is out of his depth in an unknown world as he faces his ultimate nemesis in a life-or-death battle that will leave him forever changed.

Forecast:

If 3D tickets make up an average of half of the movie's ticket sales, and Marvel fans come back for a second summer helping of superhero action, 'The Wolverine' could slash its way past 400 million dollars.





Wednesday, July 31st

The Smurfs 2

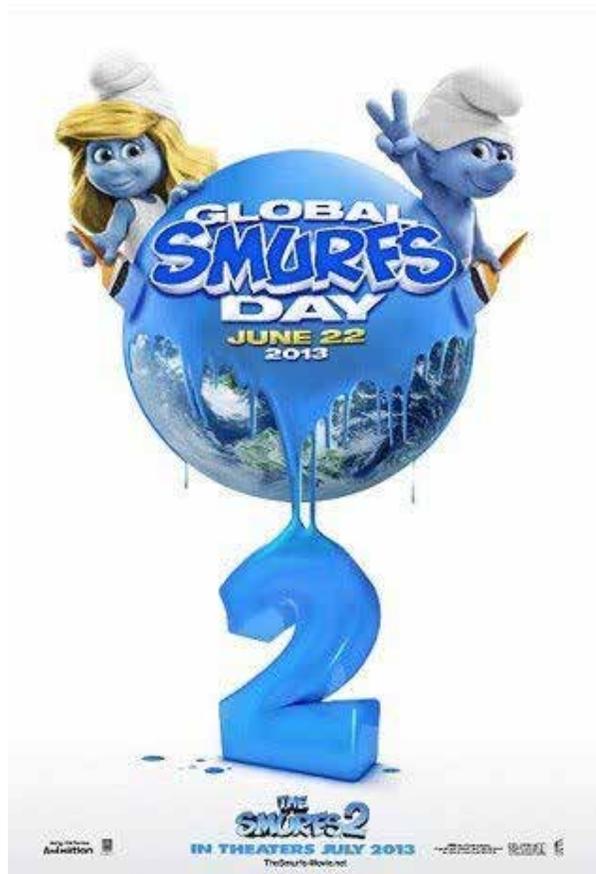
Sony Pictures Animation/Columbia

When the first 'Smurfs' in 3D was released in 2011, the characters in the animated movie cast their spells on and off the screen, as the movie sold more than 563 million dollars in tickets. 'Smurfs' was not even out of theatres when a sequel was announced.

The evil wizard Gargamel creates a couple of mischievous Smurf-like creatures called the Naughties that he hopes will let him harness the all-powerful, magical Smurf-essence.

Forecast:

Banking on an established fan base for the characters, Sony has already set plans for a 'Smurfs 3' in 2015. Our experts agree that a 550 million dollar box office total is not out of the question. Smurf-essence, indeed.





Friday, August 2nd

300: Rise of an Empire

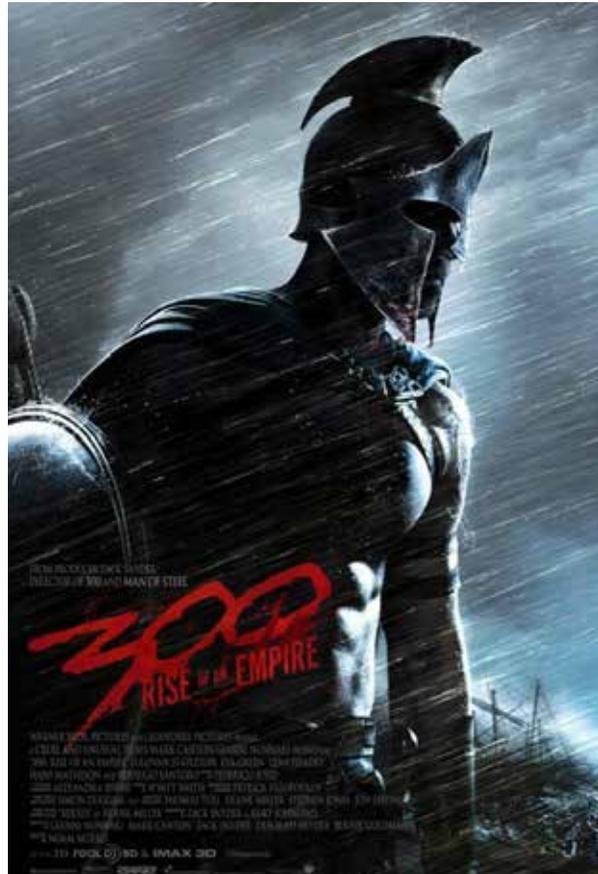
Warner Bros.

When the original '300' movie was made for a reported 65 million dollars, critics and audiences responded strongly and positively. '300' went on to earn 456 million dollars worldwide. Under the direction Noam Murro, with a screenplay by Zack Snyder (who directs 'Man of Steel') the army is back to fight again.

After its victory over Leonidas' 300, the Persian Army under the command of Xerxes marches south towards the major Greek city-states.

Forecast:

With a new 3D ticket price, a dedicated worldwide fan base, and a distinct visual style... our analysts think that '300: Rise of an Empire' could be a 500 million dollar box office winner.





Friday, August 9th

Disney's Planes

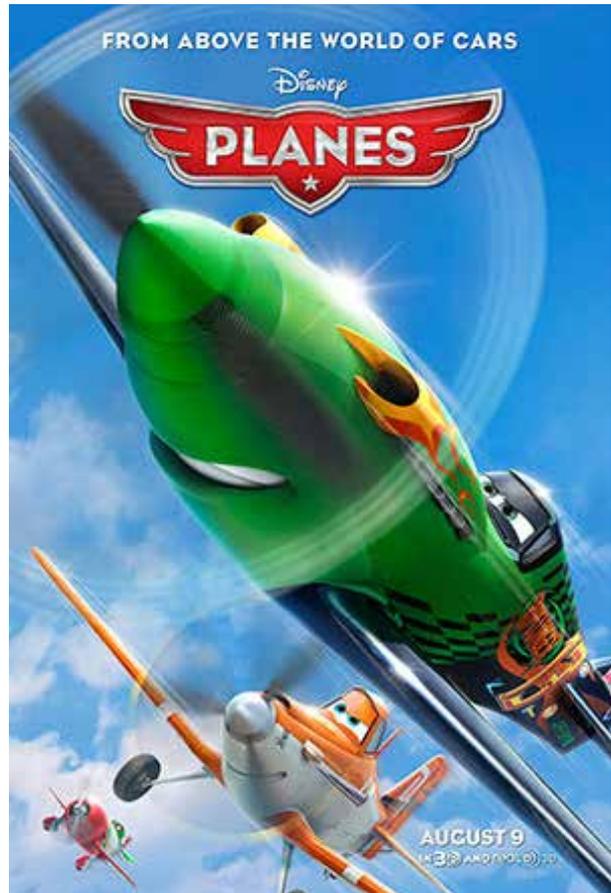
Disney

When Disney released 'Cars' in 2006, even the most optimistic analysts could not have predicted the movie would race to box office revenues of more than 461 million dollars. 'Cars 2' in 2011 accelerated the franchise to more than 559 million dollars. Since then, team Disney has introduced a new 'Cars' theme park at Disney's California Adventure.

With more than a billion dollars in box office sales alone to date, and the 3D ticket upcharge, Disney is inviting its 'Cars' fans to take flight in 'Planes.' Dusty is a crop dusting plane who dreams of competing in a famous aerial race, but is hopelessly afraid of heights. With the support of his mentor Skipper and a host of new friends, Dusty sets off into the blue to make his dreams come true.

Forecast:

Our Society predictors think 'Planes' will fly by 300 million dollars.





Friday, August 9th

Metallica: Through the Never

Picture House

Directed by Catherine Owens, and under the watchful eyes of Bono, 'U2 3D' set the gold standard for concert movie excitement. Since then, a host of other performers including Justin Bieber, the Black Eyed Peas, and Katy Perry have embraced 3D concert movies as a way to connect to their fans in an emotional way previously unavailable.

This year, Jennifer Lopez, One Direction, and Metallica join this impressive list of A-list groups using 3D to build their brands and bank accounts. By comparison to the other artists, the scruffy and heavy metal Metallica come to the screen during the summer concert season. Producer Charlotte Huggins ('Journey to the Center of the Earth 3D') brings her strong 3D cred to this project.

In very limited release, 'U2' generated 22 million dollars in 2010. 'Katy Perry: Part of Me' generated 32 million dollars in ticket sales. The best performance at the box office was produced by Justin Bieber with a worldwide gross of 98 million dollars.

Producing concert movies isn't cheap. But, the relative cost of shooting a series of concerts already being staged by comparison to a scripted drama or action-adventure movie is far more manageable in a business plan. Those involved in these movies underscore that the value to an



artist's brand is significant. They can connect to their global fan base "one on one" in an intimate way using 3D. For music lovers who can't get to their favorite musical artist's concerts, the 3D concert movie comes close. And the artists have their content in a brilliant motion picture form that will live long after they've left the stage.

Forecast:

A limited and heavy metal fan base created a difficult piece of guesswork for our analysts. Perhaps they're hard of hearing, but our experts think 'Metallica: Through the Never' could sound off with 20 million dollars domestically.



Friday, August 30th

One Direction: This Is Us

Sony Pictures

One Direction is the latest teen phenomenon band. With sold out concerts worldwide, the band this summer brings their brand of music and excitement to movie screens in 'This is Us.'

While previous concert movies have tended to capture on-stage musical numbers and pair them with backstage glimpses of the artist and their traveling families, this movie takes a new direction. The producers hired documentary filmmaker Morgan Spurlock ('Supersize Me') to tell this story and explore the personalities of these young men. Clips shown at CinemaCon to theatre executives elicited strong positive reaction.

When one of the young band members buys his mother a home as a gift, Spurlock's cameras capture an emotional moment on both sides of the telephone as she is shown her new flat and thanks her son in a heart-tugging moment. The film takes viewers behind the scenes at the Today Show in NY City as the band performs outside to the crowd and sits on the Morning Show's couch for one of their first American TV interviews. 'This is Us' has the feel of a real documentary, and if their young fans are motivated to get to theatres, this movie could generate significant ticket sales at the box office.



Forecast:

Our experts predict this movie will get halfway to Justin Bieber's revenue totals, or about 45 million dollars.



3D Summer Forecast

Projecting box office revenue scores is no easier than guessing who is likely to win the World Cup or the World Series. But, we have bravely compiled the consensus guesses of some of our bravest members. For those who have a betting instinct, or like to organize office pools, we have assembled this summer's 3D releases with room for you to place your own prediction.

For those of you confident enough to submit your own projections, please send this chart along with your prognostications and your name, company and email address to Daniel Henningsen at Daniel@International3DSociety.com by no later than **Monday, May 20th**. The winner will receive 2 VIP tickets to our 2014 3D Creative Arts awards Show in February. So, get out your crystal ball, and good luck!

Release Date	Movie	Studio	3DNA Forecast	Your Forecast
Friday, May 03, 2013	Iron Man 3	Marvel/Disney	\$1.1 Billion	\$
Friday, May 10, 2013	The Great Gatsby	Warner Bros.	\$250 Million	\$
Friday, May 17, 2013	Star Trek: Into Darknerr	Paramount	\$550 Million	\$
Friday, May 24, 2013	Penguins 3D	IMAX	\$7 Million	\$
Friday, May 24, 2013	Epic	Fox	\$350 Million	\$
Friday, June 14, 2013	Man of Steel	Warner Bros.	\$700 Million	\$
Friday, June 21, 2013	Monsters University	Pixar	\$600 Million	\$
Friday, June 21, 2013	World War Z	Paramount	\$450 Million	\$
Wednesday, July 03, 2013	Despicable Me	Universal	\$450 Million	\$
Friday, July 12, 2013	Pacific Rim	Warner Bros.	\$450 Million	\$
Wednesday, July 17, 2013	Turbo	DreamWorks Animation (DWA)	\$500 Million	\$
Friday, July 19, 2013	R.I.P.D.	Universal Pictures	\$150 Million	\$
Friday, July 26, 2013	The Wolverine	Marvel/Fox	\$400 Million	\$
Wednesday, July 31, 2013	The Smurfs 2	Sony Pictures Animation/Columbia	\$550 Million	\$
Friday, August 02, 2013	300: Rise of an Empire	Warner Bros.	\$500 Million	\$
Friday, August 09, 2013	Planes	Disney	\$300 Million	\$
Friday, August 09, 2013	Metallica: Through the Never	Picture House	\$20 Million	\$
Friday, August 30, 2013	One Direction: This Is Us	Sony Pictures Releasing	\$45 Million	\$
Worldwide Gross Total			\$7.4 Billion	\$



Calendar May/June/July/August

MAY

SUN	MON	TUE	WED	THU	FRI	SAT
			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	



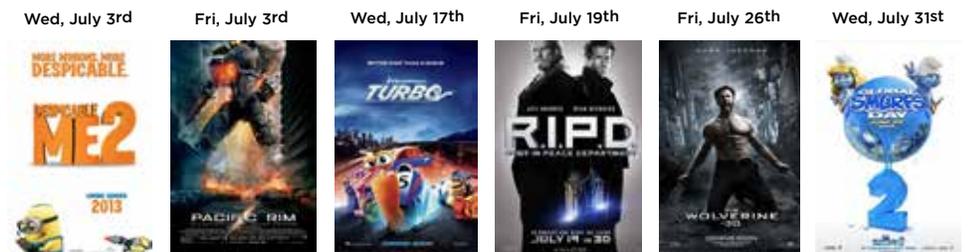
JUNE

SUN	MON	TUE	WED	THU	FRI	SAT
						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						



JULY

SUN	MON	TUE	WED	THU	FRI	SAT
	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			



AUGUST

SUN	MON	TUE	WED	THU	FRI	SAT
				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





How a Movie Changed One Man's Vision Forever



From the BBC

Bruce Bridgeman lived with a flat view of the world, until a trip to the cinema unexpectedly rewired his brain to see the world in 3D. The question is how it happened.

The part of the brain used by some blind people who have learned to echolocate has been identified by researchers in Canada.

Good movies change people's view of the world all the time, but how many can say a movie has fundamentally altered their vision forever? One person who can is Bruce Bridgeman. In terms of how he sees the world, there is life before Hugo, and life after Hugo.

On 16 February last year, Bridgeman went to the theatre with his wife to see Martin Scorsese's 3D family adventure. Like everyone else, he paid a

surcharge for a pair of glasses, despite thinking they would be a complete waste of money. Bridgeman, a 67-year-old neuroscientist at the University of California in Santa Cruz, grew up nearly stereoblind, that is, without true perception of depth. "When we'd go out and people would look up and start discussing some bird in the tree, I would still be looking for the bird when they were finished," he says. "For everybody else, the bird jumped out. But to me, it was just part of the background."

All that changed when the lights went down and the previews finished. Almost as soon as he began to watch the film, the characters leapt from the screen in a way he had never experienced. "It was just literally like a whole new dimension of sight. Exciting," says Bridgeman.

But this wasn't just movie magic. When he stepped out of the cinema, the world looked different. For the first time, Bridgeman saw a lamp-



How a Movie Changed One Man's Vision Forever

post standing out from the background. Trees, cars and people looked more alive and more vivid than ever. And, remarkably, he's seen the world in 3D ever since that day. "Riding to work on my bike, I look into a forest beside the road and see a riot of depth, every tree standing out from all the others," he says. Something had happened. Some part of his brain had awakened.

Conventional wisdom says that what happened to Bridgeman is impossible. Like many of the 5-10% of the population living with stereoblindness, he was resigned to seeing a world without depth. What Bridgeman experienced in the theatre has been observed in clinics previously – the most famous case being Sue Barry, or "Stereo Sue", who according to the author and neurologist Oliver Sacks first experienced stereovision while she was undergoing vision therapy. Her visual epiphany came during the course of professional therapy in her late-forties. The question is why after several decades of living in a flat, two-dimensional world did Bridgeman's brain spontaneously begin to process 3D images?

Dr. Michael Duenas, Chief Health Officer of the American Optometric Association (AOA), calls 3D a "game changer" in eye health.

"Although this movie changed how one adult now sees the world," says Duenas, "3D movies have the capacity to transformation how millions of children will view the world for their lifetime. Simply put, a lack of the ability to comfortably view 3D indicates an underlying vision problem that is most often undiagnosed but correctable. Importantly, correcting this underlying deficiency can be life changing."

"3D is a game changer that can be harnessed to improve and support vision and eye health and better assure children and adults are prepared for and enjoy all of life's encounters," he concludes.

Please visit www.3deyehealth.org

<http://www.bbc.com/future/story/20120719-awoken-from-a-2d-world/1>



The Doctor's Prescription



For almost 100 years, eye health professionals treating children for “lazy eye” or Amblyopia had one solution. An eye patch was prescribed for the child to wear for extended periods of time. As anyone with children can attest, getting young ones to wear anything as cumbersome as an eye patch is a losing battle.

In their earliest years of social interaction and self-awareness, kids weren't excited about being the subject of teasing and worse from their classmates and playmates.

Today, eye doctors have a new prescription. Using the same active-shutter technology used in 3d movie theatres around the world, doctors are now prescribing cool looking glasses that can be worn for much shorter periods of time to correct the disease.

Amblyopia, often referred to as “lazy eye”, is a neural disorder affecting three to five percent of all children. For decades, young patients have been treated by patching or penalizing one eye with chemical agents. This forces the lazy eye to work harder and ultimately becomes normally functioning.

Amblyz glasses (created by 3D Society founding member XPAND) are made to fit kids ages 3-10 and are meant to help de-stigmatize the disease. The glasses have a built in electronic shutter that intermittently makes one eye's lens transparent or opaque, sort of like a shade coming down over the child's good eye. As anyone who watches young people sport a variety of sunglasses for fashion purposes, Amblyz are much more appealing to kids and eliminate the discomfort – and social unease – of wearing an eye patch.

Response to Amblyz? XPAND's Chief Strategy Officer Ami Dror says, “the market response has been phenomenal.”

Top ophthalmologists and optometrist have tested the glasses in clinical studies that demonstrate comparable effectiveness to current products and superiority in esthetics and comfort.

Priced at about \$500, and including a guarantee against breakage, Amblyz eyewear is yet another example of how 3D technology is changing the world.



Caption: Using the same active-shutter technology used in movie theatres, Amblyz can correct vision problems faster and better than tradition means.



Why Every Creative Director Should See 'The Great Gatsby' in 3D



“Was all this made from your imagination?”
- A line among lines from The Great Gatsby
3D is dead.

I know, I know that’s a big statement for a 3D director to make. What I mean to say is 3D as a movie gimmick is dead.

That’s the impression I got walking away from an opening night showing of The Great Gatsby in 3D. Director Baz Luhrmann’s re-imagination of Fitzgerald’s well-known novel is out this weekend and it holds some really interesting secrets for creative directors. I won’t get into a flat out review of the film itself, except to say it sparked a whole lot of discussion from urban theatregoers as they exited the multiplex.

I had a few discussions myself, the biggest of which continues to be “what an interesting thing Luhrmann has done with the film.” That interesting thing is to attempt to advance his unique approach

to cinematic storytelling by integrating a few new tools with his considerable arsenal.

“Integrating.” That’s the right word. The Great Gatsby shows off an integrated approach to film direction. His signature smashing together of modern soundtrack and period piece is on full display. The Roaring ‘20s has never felt so modern. The film’s style is drenched with eye-popping colour and frames that feel like they were photographed with the most intricate of lighting. He even adds layers of text and image throughout the film in ways that are familiar to television audiences, but still foreign to most films.

Then there’s the 3D, a tool that also gets the integrated treatment in the film. When you go to see most 3D films these days, you know that 3D is going to try to be an extra star cast member. It’s a big gimmick that makes Iron Man 3 more explode-y and Star Trek Into Darkness more spacey. It’s different here. The Great Gatsby has been designed to be a blockbuster for grown ups, and as such, the 3D feels integrated in the same way Luhrmann’s other approaches feel integrated.

There are just a handful of shots that make you think “oh wow, look at the 3D.” Instead, the entire film just feels dimensional, like you’re experiencing storytelling in a new and different way. Luhrmann’s



Why Every Creative Director Should See 'The Great Gatsby' in 3D

entire bag of tricks is on display here and 3D plays along really, really well. Watching the characters walk through the riot of color in Times Square is immensely satisfying. The party and dance scenes (oh yes, there is dance) feel like you're experiencing, rather than simply watching an entire world.

Taken as a whole, *The Great Gatsby* is a careening, fascinating attempt to recast the way we can tell stories. Does it work? Yes ... and no. To me, the film feels like an artist attempting to understand a subject. In lucid moments, it works spectacularly. In other places, it's up to the traditional techniques of acting, pacing and drama to carry the story. Ultimately, the film demands to be seen by creatives as a way to inspire new thinking about everything from sound and color to the most grown up use of 3D in film yet.

Luhmann shows us that 3D can be so much more than a catchy way to attract audiences. It's a way to create a visual playground that engages in new and startling ways. He may have tried to kill off 3D as a gimmick, but in doing so, he's shown that it can be an important, integrated way to tell a story. From this perspective, *The Great Gatsby* isn't just another summer blockbuster, it's a landmark film that visual storytellers need to see. My takeaway? Every Creative Director needs to see this film in 3D.

Written by James Stewart, a director with TateUSA and founder of Geneva Film Co. He is a six-time speaker at Cannes Lions and presented at TED2011 and TED2013. His new short film *Foxed!* opens theatrically in front of *Storm Surfers 3D* on June 28.





3D Whispers

THE WALL STREET JOURNAL.

Amazon Rekindles 3D Smartphone

According to the Wall Street Journal, Amazon is working to expand its hardware offerings, this year, beyond the Kindle e-readers and tablets (like the Kindle Fire). According to the new report, Amazon is working on two smartphones, including a high-end model with a 3D display. Like other smartphones currently on the market, this display could be interacted with via a user's eyes:

One of the devices is a high-end smartphone featuring a screen that allows for 3-D images without glasses, these people said. Using retina-tracking technology, images on the smartphone would seem to float above the screen like a hologram and appear three-dimensional at all angles, they said. Users may be able to navigate through content using just their eyes, two of the people said.



<http://9to5mac.com/2013/05/09/amazon-working-to-move-further-into-hardware-space-with-3d-smartphone-audio-device/#more-270951>



3D Whispers



Windows 8.1 Camera App Said To Offer Support For 3D

A juicy new rumor seems to suggest this improvement in the integrated camera app in the next version of Windows.

More specifically, Microsoft has included Photosynth support to take 3D photos.

The evidence has been unearthed by Microsoft-News.com, and the report suggests that Photosynth integration has been found in one of the recently leaked builds of Windows Blue (or Windows 8.1). This could possibly mean that Redmond is at least thinking of including such a feature.

For the uninitiated, Photosynth offers the ability to capture and view 3D images, along with options to share creations on Facebook, Bing or publish them on websites. It is a software application developed by Microsoft Live Labs, and offers

two styles of 3D experiences, namely panoramas and synths.

You can find out more about Photosynth on its official website.

No specific details are available at the time being, but the inclusion of a feature like this makes perfect sense, at least on tablets and mobile devices — and there are bound to be a fair few of these on the market later in the year.

Microsoft is all set to unleash a new Surface model in a few months' time, to go with several mobile devices from other hardware vendors.

But for now, this promises to be an interesting new development and if such a feature is indeed planned for Windows 8.1, expect Redmond to offer more details on this next month at the public beta of the upcoming operating system.

<http://www.windowsblue.com/2013/05/windows-8-1-camera-app-said-to-offer-support-for-3d/>



2020 Vision

The Marketplace

By the year 2020, the world will be increasingly colonized by a vast array of technologies producing retinal quality images with depth...

... Consumers will create, share and acquire this content from an almost unlimited number of sources.

Our Members

The visionaries leading this transformation are those professionals and organizations currently active in the 3D arts and technologies...

... They utilize information, education, and creative ideas.. inspiring a new generation of media consumers.

Our Mission

The International 3D Society and 3D@Home Consortium will serve as the world's foremost source of information and inspiration for all those who seek to better understand the 3D revolution.