

3DNA

INTERNATIONAL
3D SOCIETY™



3D@HOME
CONSORTIUM

March Member Memo “Building 3D’s Business”



Ang Lee

3D Society meets the advertisers • International Committees in Asia, Europe and Canada
AOA: Partners for 3D Eye Health and Outreach • 3D On the air at Home Shopping Network
Connecting to Cable with CTAM • Consumer Products, Human Factors, Transmission and
Distribution • 3D’s biggest night at the 3D Creative Arts Awards



2013: A Partnership Year

Dear Colleagues,

Welcome to the March 3DNA Newsletter. This is your opportunity to share the highlights of the efforts made by your fellow members to advance the success of the 3D business.

Under the leadership of your Board of Governors and Officers, 2013 will be a year of close partnerships to advance your goals.

The Society is partnering with the Association of National Advertisers to foster the **creation of 3D ad budgets by the world's biggest advertisers**. We are working again closely with the American Optometric Association to advance 3D's use in **education, business, and eye health**.

We are working closely with the Consumer Electronics Association to better promote 3D's **vast power to entertain and communicate**. And, we are in active conversations with the cable industry on ways to open **more cable households** to 3D content. We now have active partner committees in China, Korea, Japan, Europe, the U.K. and Canada to connect our global community to build our industry's success.

Challenges in the marketplace can seem daunting. But by comparison to how far we have come, these challenges are nothing new. Your colleagues are all focused on taking each business challenge at a time, and finding a successful business solution and moving forward. We have committees in Consumer Products, Transmission and Distribution, and Human Factors to help speed this growth.

Our Awards Committees report that the amount of 3D content and new 3D technology coming online is extraordinary. And, by all accounts, the level of quality of this new content and these new technologies is equally exemplary.

If you'd like to discuss ways for you or your company to be a part of advancing our common goals, please feel free to contact me at: jim@international3Dsociety.com.

Our goal as an organization is to give your company a competitive edge in meeting your goals, drive revenues, increase your market share, and deliver shareholder value to your stakeholders.

Thank you for your partnership in reaching these goals.

A handwritten signature in black ink, appearing to read 'Jim 3Di'.



Included in this newsletter:

Partnering for Growth

ANA – Association of National Advertisers Media Leadership Breakfast.....	1
1st Qtr. Fast Facts for Members.....	3
3D Industry Upcoming Events.....	9
AOA – American Optometric Association.....	10
CTAM – Cable and Television	11
CEA/CES – Consumer Electronics Association/Consumer Electronics Show.....	11

Events/Activities

3DU – 3D University.....	12
CAA - Creative Arts Awards / Technology Awards.....	13
1st Qtr. Board Meeting.....	14
In The News.....	15
Strategic Planning.....	20
HSN – Home Shopping Network.....	20
Creative Conference, London.....	20

Committee Updates

Transmission and Distribution.....	21
Consumer Products.....	21
Human Factors.....	21
Technology Awards.....	22
Creative Arts Awards.....	24
3D Technology Awards.....	25

I3DS BOARD OF GOVERNORS

EXECUTIVE COMMITTEE

Co-Chairman
TOM COSGROVE
 3net
 Chief Executive Officer

Co-Chairman
DAN SCHINASI
 Samsung Electronics America
 Senior Marketing Manager

Chair-Elect
MIKE DEVALUE
 The Walt Disney Studios
 Director of Advanced Technology

1st Vice-Chair, Treasurer
KAPPEI MORISHITA
 Panasonic Hollywood Laboratory
 Division of Panasonic Corporation
 of North America
 General Manager

Vice-Chair
PHIL CORRIVEAU
 Intel Corporation
 Principal Engineer
 Director, User Research Group

Past-Chair
JIM MAINARD
 DreamWorks Animation (DWA)
 Head of Digital Strategy

LENNY LIPTON
 3D Inventor

JIM CHABIN
 International 3D Society
 President & CEO

PATRICK DUNN, CPA
 International 3D Society
 Chief Financial Officer

BOARD OF GOVERNORS*
 *listed alphabetically

GRANT ANDERSON
 Sony Pictures Entertainment,
 Sony Pictures 3D Technology Center
 Executive Director & Stereoscopic
 Supervisor

MATT BLUTE
 Cinematographer

JOHN CASSY
 BSKYB
 Director, 3D

CHUCK COMISKY
 Chromium Labs 3D
 Stereo3D Design, VFX, Supervision

MARIA COSTEIRA
 XPAND 3D
 Chief Executive Officer

RON GELLER
 Dolby Laboratories, Inc.
 VP, Worldwide Content Relations

RICK HEINEMAN
 REALD
 SVP, Marketing & Communications

KAY JOHANSEN
 MobitV
 Chief Technology Officer

WILLIAM FOOTE
 Samsung Electronics
 Principal Engineer

LILY KNOWLES
 Vizio
 VP, Marketing

MATT LISZT
 MasterImage 3D
 VP, Marketing

CRAIG PETERSON
 VEFXi
 Chief Executive Officer

STEVE SCHKLAIR
 3ality Digital
 Chief Executive Officer

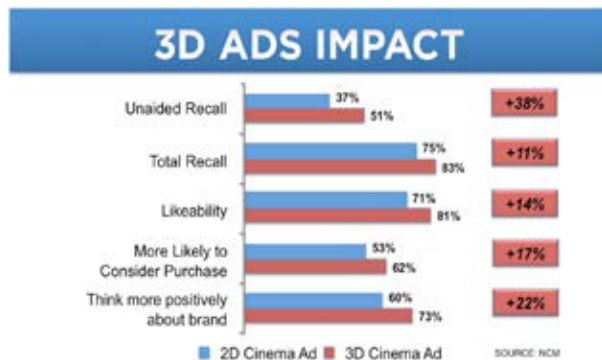
WILLIAM SHERAK
 StereoD
 President

LISA TRUITT
 National Geographic Cinema
 Ventures
 President

BOB WHITEHILL
 PIXAR
 Stereoscopic Supervisor

MARIA WILHELM
 Cameron Pace Group
 President, Corporate Development
 Group

ANA: 3D Meets the Advertisers



Miami, FL - The Association of National Advertisers is the world's leading organization of brand management executives. In partnership with the ANA, the 3D Society and 3D@Home presented at the ANA's Annual Media Leadership Conference last Tuesday morning in Miami, Florida. The conference theme was "The Client-Side Perspective on Boosting Media Effectiveness."

Conference participants included: Tony Pace, CMO for Subway; Tera Walpert Levi, Managing Director of AdMarket, Google and YouTube; Neville Manohar, Chrysler; Jennifer Casper, Macy's; Mark Kaline, Kimberly-Clark; Ron Candelino, Unilever; and CMO's from Miller-Coors, Bayer, Staples, Johnson & Johnson, AT&T, World Federation of Advertisers, Harris, Conagra Foods, and more than 300 representatives from other influential organizations and Fortune 500 companies.

The theme of our presentation was "Seeing is Believing." Society Co-Chairman Tom Cosgrove of 3net, Bryan Burns of ESPN, James Stewart of

Geneva Films, Cliff Marks of National CineMedia, Rick Heineman, of RealD, Ted Kenney of 3ality Technica and Society President Jim Chabin led this initiative and participated at the breakfast. Others in attendance included senior executives from Warner Brothers and Sony Pictures Entertainment.

The 30-minute presentation was made using 3D PowerPoint, and drew applause with an opening clip of 'Madagascar' from DreamWorks Animation (DWA). The first clip shown was a 3D video of Academy Award Winning Director Ang Lee, who delivered a message to the advertisers about the power of 3D (the video was shot on the red carpet by Jump! Creative at the 3D Society's Creative Arts Awards while Lee was attending to receive the Harold Lloyd Award and Society Lumieres for 'Life of Pi').

Key points of the presentation included research slides indicating that 3D increased viewer recall, brand likability, intent to buy, and other core consumer values over 2D advertising. Clips were shown from 'Madagascar' - DreamWorks Animation, 'Lexus' - Geneva Films, 'Red Bull' - converted by StereoD,

'Volkswagen', and content from ESPN 3D and 3net. RealD, Inc. provided the projection equipment, which brought the full power of a theatrical experience to the audience.

ANA: 3D Meets the Advertisers

The Society collected 80 business cards from these key leaders at the end of the presentation for referrals to member companies for action.

“The response from the audience was truly positive,” said Society President, Jim Chabin. “They told us that most of their information about 3D is several years old. They indicated that they really had not heard much from the 3D community over the past 2 years, and finally they were surprised that the cost of conversion and native 3D production was now efficient and cost-effective.”

“The ANA represents 25 Billion dollars in media spend annually,” said ANA president Bob Liodice. “In 2013, relationship and consumer loyalty must be a top priority.” Many of the conference speakers indicated that consumers no longer respond to just product information; they want to connect emotionally to their brands. The Society’s presentation focused on this enormous advantage which 3D delivers.

“3D connects your brand’s story to your consumer in both intellectual and emotional ways,” said Chabin during the presentation to the advertisers. “3D offers your brand the competitive edge you’ll need to compete moving forward. Using 3net, ESPN 3D and NCM’s in-theatres advertising, your brand can now reach more than 23 million U.S. consumers per quarter,” he added.

Within 24-hours of the presentation, the Society had already been contacted by a fortune 500 company for a referral to a member company able to help them begin utilizing 3D advertising.

“These advertisers need to compete in the marketplace with more effective, powerful messages,” concluded Chabin. “Our member companies can make that happen for them. This meeting was an important one, and the beginning of a regular partnership with the ANA and its member companies to help them succeed by working with our member companies.”

As a part of its presentation, the Society presented highlights from a Pacific Oregon University study which showed that objects in a 3D video attract more viewer attention than a comparable 2D visual.



1ST QUARTER FAST FACTS FOR MEMBERS

The Society regularly gets requests from people talking with the press about facts and figures relevant to an interview. These are the key points we try to emphasize when sharing about 3D. Taken together they paint a compelling picture about 3D's growth and power. We hope you'll share them the next time you're invited to discuss 3D.

THEATRICAL

- 2012 was another strong year for 3D at the box office. 5 of the top 10 films of the year were 3D ('The Avengers,' 'The Amazing Spiderman,' 'The Hobbit,' 'Brave,' 'Madagascar 3'). 11 of the top 20 movies were 3D, including: 'The Lorax,' 'Men in Black 3,' 'Wreck It Ralph,' 'Ice Age,' 'Hotel Transylvania,' and 'Prometheus.'
- Of the domestic record breaking 10.8B dollar box office, more than 2.5B dollars came from 3D movies. 3D is extraordinarily popular internationally, with an average of 60% of total revenues of 3D movies coming from overseas markets. 'Titanic 3D' generated 343.6M dollars with 83% of its revenues from overseas territories, notably China.
- This performance is consistent with 2011 3D success. 2011 saw 5 of the top 10 movies in 3D, 10 of the top 20, and an average of 70% of revenues from overseas territories.
- 'The Hobbit' just crossed the 1B dollar mark in revenues, with 60% of its overseas ticket sales in 3D, and 50% of its sales domestically in 3D.
- 'Life of Pi' has been not just a critical, but a commercial success. Of the current box office gross of 600M dollars, 65% is coming from 3D tickets (both domestically and internationally). 'Life of Pi' has generated 90.8M dollars in China, alone. Projections estimate the movie could surpass 500M worldwide.
- With more people going to the movies, and 6% growth over 2011, 3D and its premium viewer experience continues to play a vital role in the movie industry's success.
- 2013 will usher in a year with more than 35 3D movies, including blockbusters: 'Iron Man,' 'Man of Steel,' 'Jack the Giant Killer,' 'Star Trek,' 'Jurassic Park,' 'The Great Gatsby,' 'Pacific Rim,' and the 2nd film from Peter Jackson's 'The Hobbit' series.
- 'Gatsby,' like 'Life of Pi,' is an opportunity for a new genre of 3D movie success. Based on the book by F. Scott Fitzgerald, Directed by Baz Luhrman, with soundtrack by Jay-Z, and starring Leonardo DiCaprio and Toby Maguire, 'The Great Gatsby' promises to attract a wide range of female and male fans this summer.

1ST QUARTER FAST FACTS FOR MEMBERS

BLU-RAY

- According to IHS Screen Digest, for 2012 3D Blu-ray spending accounted for 214M dollars. Spending by U.S. consumers on 3D Blu-ray is up 94% compared to 2011, with 3D Blu-ray unit sales expected to hit 9.9M units for the year. 3D Blu-rays are being marketed as the ultimate home video experience, and studios are pricing 3D Blu-rays well above 2D versions.

VOD

- IHS Estimated consumers will spend 71M on 3D VOD by 2016, up from 11.1M in 2012.

3D IN THE CLASSROOM

- A study done by the International Research Agency of students in France, Germany, Italy, Netherlands, Turkey, U.K. and Sweden showed that “student attention levels soared with 92% of the class paying attention during 3D lessons compared to 46% in the traditional learning environment.” – BBC report

- Prof. Dekermenjian, math professor at LA City College states, “every educator and every student used at least 1 of these words: fun, exciting, interesting... when describing their 3D experience in the classroom. Students show a better understanding when compared to their non-3D counterparts. Students are engaged and become active

participants in the learning process. These terms are synonymous with 3D learning: excitement, engagement, improved test scores.”

3D IN INDUSTRY

- 3D cameras are being used in the hospital operating room and where surgeons need to be able to see the surface of the operating procedure in perfect detail and depth.

- The defense industry is deploying 3D training for military personnel to create a safer and more vivid environment for learning.

- The oil industry is utilizing 3D technology for oil refinery training to save millions of dollars in time and resources and maximizing a safe environment for workers to learn their critical skills.

SCHOOL SAFETY

- The state of Colorado is utilizing 3D technology to prepare students for emergency situations in schools. The bipartisan efforts in the Colorado State Legislature have brought educators, public safety officials, and others together for training to create a safer environment for students on campus.

1ST QUARTER FAST FACTS FOR MEMBERS

3D IN THE HOME

- With the majority of flat screens being sold with 3D capability, industry projections are that more than 8M 3DTV's will sell into the market into 2013.
- The much talked about 4K flat screens, which will be discussed will not "replace" 3DTV, but will in fact make the 3DTV experience better. Some analysts predict that autostereo will be a part of the ecosystem well before 2020.
- More than 40 TV networks and/or programming services are available worldwide.
- Queen Elizabeth's annual holiday greeting made worldwide news when it was broadcast this year in 3D. In addition, the 2012 Summer Olympics from London achieved a milestone as the first Olympic Games ever broadcast in 3D.
- ESPN 3D has broadcast 344 events in 3D as of February 1st, 2013. Broadcasts include: Wimbledon, weekly college football and basketball games, the Winter X Games, and this coming April, the Masters Golf Tournament.
- 3net, in 2 short years, has created the world's largest library of 3D content, and has announced plans to embark on 4K content production, and 4K 3D production.

- Netflix has recently announced plans to provide 3D content through its service.

- Samsung and LG both provide significant 3D content packages installed with their new flat screen 3DTV's.

CONSUMER ATTITUDES

Significant consumer research has been conducted in 2012.

- 3DTV owners are happy with the 3D visual experience, but nearly a quarter do not watch any 3D content. Over two-thirds (68%) of 3DTV owners rate the visual experience of 3D programming as excellent or good, but there is an opportunity to expand the available content for consumers who already have 3D capability in their household in order to get them to take advantage.

- Most 3D content being viewed is sourced from Blu-ray discs and live television programming. Nearly half (48%) of 3DTV owners have watched 3D Blu-ray discs and more than four in ten (42%) have watched live 3D programming. Another 30% have played video games in 3D.

- 3D-enabled HDTV shipments will more than double in 2012 and continue strong momentum with projected growth of 56% in 2013 and 43% in 2014.

1ST QUARTER FAST FACTS FOR MEMBERS

CONSUMER ATTITUDES

- As 3D becomes a much more common feature on the current HDTVs being sold in the US, consumers have not only become more aware of the technology, but they are beginning to truly embrace it. Falling price points have continued to aid adoption among price-savvy consumers, as well. With 3D-capable HDTV ownership currently at more than one in five (21%) online consumers, it's important to understand their usage of 3D content.
- It's a very positive sign that a strong majority (68%) of 3D-capable TV owners rate the quality of 3D visuals as excellent or good and only 1% rate it as poor or very poor. However, there is also a segment (21%) of 3D-capable TV owners that do not watch any 3D content, most notably among older age groups (43% of those 50+).
- By comparison, 3D content is still not what 3D-capable HDTV owners are watching with the majority of their viewing time. Three quarters (75%) of 3DTV owners report they are watching more than five hours of 2D content on their 3D-capable HDTV each week, and over half (56%) are watching more than ten hours.
- Nearly two in three (64%) 3DTV owners are satisfied with the availability of 3D content, and those

who watch more 3D content tend to be more satisfied. Just one in ten (9%) is dissatisfied with 3D content availability. Another positive sign for 3D is that just 14% of owners will not recommend 3DTV to someone they know.

3DTV CONTENT

- 10 networks are planned and mandated by the Chinese government in that country, alone. One 3D network is on the air now, and 9 more are mandated within 5 years.
- 3net has assembled the largest made-for-TV 3D library in the world, and airs 24 hours per day.
- ESPN 3D is airing a variety of sporting events, including live college football games every Saturday this fall. ESPN 3D will broadcast the college BCS Championship game in January.
- In a historic first, bSkyb broadcast the Queen's Holiday address, and award winning programs including: The Ryder Cup, Secret Life of the Rainforest, Isle of Wight Festival and the Bachelor King 3D with David Attenborough. Sky Italia won awards for Sistine Chapel, Meerkats 3D, X-Factor 5 and Film Olimpico.
- This year saw the first historic broadcast of the Olympics in 3D. Anticipation is high for the Winter

1ST QUARTER FAST FACTS FOR MEMBERS

3DTV CONTENT

- YouTube 3D now offers 20,000 3D videos available online.
- 3D VOD and 3D cable services are available from Comcast, Time Warner, Verizon Fios, Google Fiber, BrightHouse, Cable Vision, DirecTV and others.
- As with all technologies, the adult industry has embraced 3D. Blu-ray titles and 3D online channels are being widely promoted within that segment.
- People like their 3DTV's. In a survey done by Parks Associates in June, 2012 of 600 3DTV owners, 56% said they were very satisfied, 49% indicated they want more programs, and 45% want more 3D video games.

ADVERTISING

- 3D commercials have been produced and aired by GM, AT&T, BMW, Coca-Cola, Sony, Mars, Best Buy, Disney, Gillette, PlayStation, Lexus, Sprint, Philips, Budweiser, Samsung, Fuji, Scion, MINI Cooper, Los Angeles County Museum of Art, almost all of the major motion picture studios, and others.

THEME PARKS

- Universal Studios and Disney theme parks, among others, are using 3D rides to spark attendance. 2012 saw the premiere of 'Transformers 3D,' the hottest attraction at Universal Studios, Hollywood. 'Transformers' joins 'King Kong 3D' in using 3D technology to turn motion pictures into thrill rides, generating millions of dollars in park admissions.
- Disneyland premiered a new Star Tours in 3D at its Anaheim theme park this year.

HEALTH

- The American Optometric Association advises that 3D education has a valuable place in the classroom. Students retain more when learning lessons in 3D.
- The AOA advises that 3D exercises are an excellent way to find and treat lazy eye, or Amblyopia. I3DS member XpanD is providing technology to the medical profession in Europe to treat these kinds of conditions.

1ST QUARTER FAST FACTS FOR MEMBERS

HISTORICAL PERSPECTIVE AND CONTEXT

- 3D was discovered/invented by Sir Charles Wheatstone in the 1830's. It's not going anywhere soon. It is more successful, today, than ever. 3D technology is now being integrated and used in military training, the oil and gas industry, medicine, architecture, and science. The Mars 'Curiosity' lander is equipped with two 3D cameras on it, so that scientists at the JPL in Pasadena can better operate the billion dollar mission on Mars.

- We are truly still at the beginning of the "digital 3D" revolution. In 10 years, the period we are now in will be seen as a time of 3D infrastructure roll-out into homes. This is a time of significant growth as this new digital technology evolves. In short, what the marketplace is feeling now can be best characterized as "growing pains."

TIMELINE

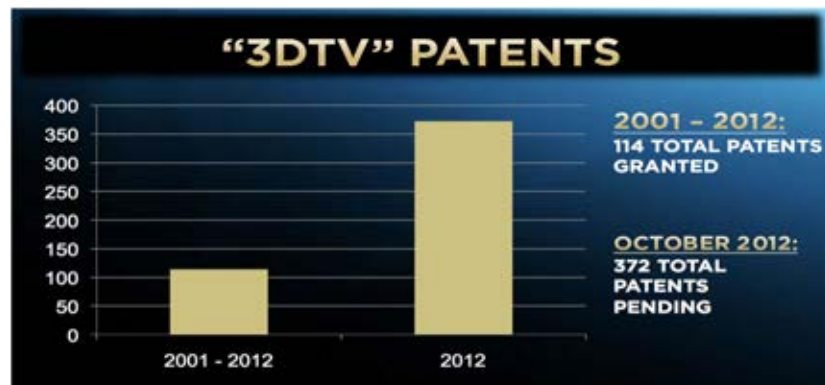
- There are now 35,000+ 3D movie screens in the world that generate the billions of dollars of movie

ticket sales. By the end of this year, we will have a total of 8.8M 3DTV screens in the US. Based on 2012 consumer research figures, the Society anticipates that number being over 60M by 2016. With 100M US households, we are making great strides. But, it is an easier and faster installation for the motion picture industry to equip 35,000+ screens in about 4 years than it is to equip 100M households. We are installing 3DTV's much faster this year.

CONSUMER VALUE

- Price points for 3DTV's are as low as \$580.00 at Target, which makes them a terrific value. Home Shopping Network sold millions of dollars of 3DTV's last weekend during our on-air promotion. HSN believes price points for 3DTV's are finally within the range of the average consumer. Their success demonstrates how well 3DTV's sell when they are presented properly to consumers by an educated salesperson.

According to the US Patent and Trademark Office, there has been a marked increase in patent filings for 3D-related technology. In the category of 3D TV patents alone, there are more than 3 times the number of patents pending currently, as were filed in the previous 11 years combined.





3D INDUSTRY EVENTS

March 19, 2013

3D Film and Television Development Practice
Academy of Broadcasting Planning
State Administration of Radio, Film and
Television

March 27-28, 2013

3D CREATIVE SUMMIT
BFI, London, England
www.3dcreativesummit.com

April / November

C3D Conference – International 3D Fair
China 3D Industry Association
Ministry of Industry Information Technology

April 6-11, 2013

NAB
Las Vegas Convention Center
Las Vegas, NV
www.nabshow.com

April 15 – 18, 2013

CINEMA CON
Caesar's Palace
Las Vegas, NV
www.cinemacon.com

May 15-26, 2013

CANNES
I3DS 3D University™
Cannes, France
www.festival-cannes.com

PARTNERING FOR GROWTH

AOA – Our organization has built a strong partnership with the AOA in communicating to the public about eye-care, eye-health, and the positive uses of 3D in industry and education. Under the leadership of DR. Michael Duenas, the AOA’s Chief Health Officer, we are working to disseminate information in 2013 about the more-than 20 industries and professionals which will utilize 3D in their practice.

The American Optometric Association (AOA) and International 3D Society & 3D@Home Consortium together have now set the record straight about 3D viewing and its importance to overall vision health with its Microsite www.3deyehealth.org

According to Dr. Michael Dueñas, AOAs Chief Public Health Officer; “There is even more reason to celebrate 3D viewing as providing a potential impetus for children to receive a comprehensive eye examination. The U.S. Department of Health and Human Service (HHS) announced final regulations February 20, 2013 that make healthy vision a top national health care priority, requiring the pediatric vision essential health benefit to be a yearly eye exam with materials for millions of children in this country.”

Furthermore, according to Dr. Dueñas, “These comprehensive eye examinations will provide not

only assured 3D vision for all children, but will lead to reduced prevalence of amblyopia, and other undiagnosed vision deficiencies that currently deny children the ability to succeed in school and later in life. Continued efforts aimed at furthering 3D should be aimed squarely at this essential link to improved children’s health.”

TEACHING AND LEARNING WITH 3D EXCITING AND EFFECTIVE



As 3D makes its way into our nation’s classrooms, teachers are using 3D in many forms. Stereoscopic still images, micro-simulations, more complex simulations, short video segments, and even longer 3D educational films all play an important role. There appear to be few limits to its creative application by teachers, who have described their experience of 3D as:

Research on the learning benefits of using 3D in the classroom is ongoing, but early findings indicate that focus, attention span, retention, classroom behavior, and achievement gains are all seeing improvement.

Students have also been responding positively to the 3D experience...

* teacher FEEDBACK

* student FEEDBACK

- “An engaging and attractive introduction to new material”
- “An accessible, yet powerful, way to convey difficult or abstract concepts.”
- “A way to help students understand how complex systems work.”
- “A technique to address common or prior misconceptions”.
- “An effective way to review material that was previously taught.”
- “A way to assess student learning after traditional delivery of classroom content.”

- “It provided a better visualization than the textbook.”
- “You can see it deeper ... I don’t know how to say it ... almost from within.”
- “Using 3D has helped me look at what we are learning in a different way. It almost makes it look real—it’s fascinating...”
- “The information sticks with me a lot more”.
- “3D really helps me learn and visualize complex structures and processes. I love seeing what is actually going on.”

PARTNER PROFESSIONAL ORGANIZATIONS



CTAM – The Cable Television and Marketing Association is the leading group of cable television marketing executives. The Society has engaged with our colleagues at CTAM to better navigate the cable industry, and to recognize their goals for growth. We believe 3D is a strong product for cable operators, and we are working to partner with leaders in the field to introduce new 3D content opportunities to their viewers.



CEA/CES –In partnership with the CEA, our organization presented a ½ day seminar at the Consumer Electronics Show in Las Vegas. Our 4-hour presentation included more than 30 member companies, and speakers addressing the opportunities for cable television, 4K, ultra hi-def, autostereo, and emerging 3D products. We thank the response to the seminar was quite positive, and we hope to make this an ongoing partnership which will inform CES attendees and press of what our members are doing to advance 3D technologies and the arts.



Presenting to a standing-room-only at the Consumer Electronics Show in Las Vegas, more than 30 companies and speakers presented the state of the art in 3D content creation and technology development.

EVENTS/ACTIVITIES

3DU CONFERENCES – During the 4th quarter, 3DU seminars were produced by your organization for attendees in Tokyo, Japan, Beijing and Shanghai, China, Seoul, Korea and European Members in Liege, Belgium. In order to promote best practices for creating content at the highest standards, we bestowed awards as judged by expert panels to content creators in China, Japan, Korea, and Europe. In January, our organization welcomed our first Canadian Chapter in Vancouver.



Winning a 3D Society Lumiere statuette is a prestigious honor in China. The Shanghai government regularly presents VIP guests with the 3D Blu-ray Disc, “Ablaze at the Expo,” from Shanghai’s World’s Fair.

Having won a Lumiere statuette, the Blu-ray Disc cover now carries the Society’s logo to promote the fact that the film has been honored by our international judges.



The 3D Society’s executive Committee in China gathers for a strategic meeting in Beijing. Attending were representatives of CCTV, China Film Group, Beijing Broadcasting and Ministry of Radio, Film & Television.



More than 200 Chinese industry leaders and government officials gathered for the Society’s 3DU presentation in Shanghai.



Winners of the Society’s Japan Awards gather for a photo at the conclusion of the November awards ceremony in Tokyo.

EVENTS/ACTIVITIES



Creative Arts Awards master of ceremonies, Leonard Maltin.

CREATIVE ARTS AWARDS – More than 300 professionals and press from around the world came together in Los Angeles, February 6th, for our annual CAA Dinner and Technology Reception. 6 gold lumiere statuettes were presented by

the organization’s technology awards committee for 3D technology achieving “impact through innovation.”

At the black tie dinner held at the Crystal Ballroom at the Beverly Hills Hotel, Ang Lee was honored for his 3D work for ‘Life of Pi.’ Gold Lumiere statuettes were also presented for the best of the best of this year’s movies, television, documentaries, theme park attractions, commercials, and

animation content. With more than 70 entries from China, and more than 150 entries from this year’s European competition, the evening as a celebration of this year’s excellent 3D content available to consumers worldwide.



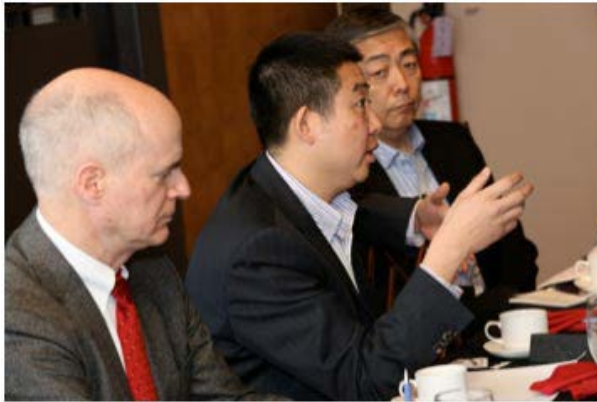
Ang Lee receives one of four Lumiere statues during the Awards, presented to him by 3net CEO, Tom Cosgrove, for ‘Life of Pi.’



The Society’s Creative Arts Awards and 3D Technology reception was held at the Beverly Hills Hotel, February 6. 300 attendees from throughout the world celebrated “3D biggest night of the year.”

EVENTS/ACTIVITIES

I3DS & 3D@HOME 1st QUARTER BOARD MEETING



Professor Charles Wang of the Beijing Film Academy discusses 3D issues from the China perspective. Jacques Verly (left) of I3DS-Europe and Ted Sugano (right) of I3DS-Japan also attended.



Co-Chairman, Tom Cosgrove, makes a point about 3D's challenges in 2013.



Co-Chairman, Dan Schinasi of Samsung, discusses latest 3D TV sales projections for 2013 – 2016.



XPAND 3D CEO, Maria Costeira, discusses Society goals for 2013 with Mark Turner (l-r) and Jana Spotts of Dolby, William Sherak of StereoD and Buzz Hays.

EVENTS/ACTIVITIES

3D SOCIETY IN THE NEWS

This year's Creative Arts and Technology Awards ceremony generated worldwide press coverage. Below are a few of the articles about our annual celebration of 3D content creators and technology leaders. Click on highlighted links for complete articles.

1. International 3D Society Bestows 25 Awards at 4th Annual ...
International 3D Society Bestows 25 Awards at 4th Annual Creative ... 7, 2013 The International 3D ...
AUTODESK 3D INDEPENDENT SHORT FILM ...
www.bloomberg.com/article/2013-02-07/azT150XYB8Zc.html
2. 'Life of Pi' wins big at 3D Society's gala | Variety
Ang Lee film takes top awards at ... Ang Lee's "Life of Pi" was the big winner at the Intl.3D Society's
fourth annual Creative ... 2013 TV Summit presented ...
www.variety.com/article/VR1118065793
3. News Blog - Film and Movie Awards Blog | Featuring the Oscars ...
www.goldderby.com/news/oscars
The latest news on Oscar/Academy awards and Golden Globes awards and nominees... Feb 11 2013
06:18 am ...The film is nominated for Best Animated Feature at the Oscars and is currently ranked fourth
in our odds to win.Ang Lee received a standing ovation last night at the 4th Annual 3D Creative Arts
Awards as ...
4. International 3D Society Bestows 25 Awards at 4th Annual ...
International 3D Society Bestows 25 Awards at 4th Annual ... best stereography in a live-action film and
3D moment of the ... Many Super Bowl 2013 ads will ...
www.i4u.com/2013/02/harold-lloyd/society-international...
5. International 3D Society Bestows 25 Awards at 4th annual ...
in 2013, 3D, International 3D ... International 3D Society Bestows 25 Awards at 4thannual ... but she won
in the category of Best Motion Picture Live Event for her movie ...
soundcinemas.wordpress.com/2013/02/08/international-3d...
6. ZOMBIE MASH: The 4th Annual "D Zombie" Movie Awards - The ...
Thursday, February 07, 2013. The 4th Annual "D Zombie" Movie Awards - The Best of 2012 ... DREDD
3D. HAYWIRE. THE EXPENDABLES 2. Best Sci-Fi:
dzombie.blogspot.com/2013/...4th-annual...movie-awards.html

EVENTS/ACTIVITIES

3D SOCIETY IN THE NEWS

7. Online TV Rocks Video: 4th Annual 3D Creative Arts Awards ...
4th Annual 3D Creative Arts Awards 2013 Live Stream Online Free. 3D Creative Arts Awards at the Beverly Hills Hotel on February 6th, 2013. The ...
online-tv-rocks-video.blogspot.com/2013/02/4th-annual-3d

8. International 3D Society Bestows 25 Awards at 4th Annual ...
International 3D Society Bestows 25 Awards at 4th Annual Creative ... LOS ANGELES, Feb 07, 2013 ...
AUTODESK 3D INDEPENDENT SHORT FILM COMPETITION ...
www.marketwatch.com/story/international-3d-society

9. International 3D Society Bestows 25 Awards at 4th Annual ...
International 3D Society Bestows 25 Awards at 4th Annual Creative Arts Ceremony in Los Angeles “Life of Pi ... 2013 - 12:00 am ET by ... AUTODESK 3D INDEPENDENT SHORT FILM ...
us.generation-nt.com/international-3d-society-bestows-25

10. 4th Annual 3D Creative Arts Awards - Feb 6, 2013, Beverly ...
4th Annual 3D Creative Arts Awards - Feb 6, 2013, ... in the 3D arts and technologies at this year’s 4th Annual 3D Creative Arts Awards. ...3D Film Factory Introduces ...
marketsaw.blogspot.com/2013/01/4th-annual-3d-creative

11. Life of Pi’ wins big at 3D Society’s gala | Variety
Ang Lee film takes top awards at ... Ang Lee’s “Life of Pi” was the big winner at the Intl.3D Society’s fourth annual Creative ... 2013 TV Summit presented ...
www.variety.com/article/VR1118065793

12. International 3D Society Bestows 25 Awards at 4th Annual ...
... Thursday, Feb. 07, 2013 / Updated ... International 3D Society Bestows 25 Awards at 4th Annual Creative Arts ... AUTODESK 3D INDEPENDENT SHORT FILM ...
www.fortmilltimes.com/2013/02/07/2482327/international...

13. International 3D Society Bestows 25 Awards at 4th Annual ...
International 3D Society Bestows 25 Awards at 4th Annual Creative ... LOS ANGELES, Feb 07, 2013 ...
AUTODESK 3D INDEPENDENT SHORT FILM COMPETITION ...
www.marketwatch.com/story/international-3d-society...

14. International 3D Society Bestows 25 Awards at 4th Annual ...
International 3D Society Bestows 25 Awards at 4th Annual Creative Arts ... AUTODESK 3D INDEPENDENT SHORT FILM ... two more 3D Technology Awards were ...
technews.tmcnet.com/news/2013/02/07/6908334.htm

EVENTS/ACTIVITIES

3D SOCIETY IN THE NEWS

15. International 3D Society Bestows 25 Awards at 4th Annual ...
International 3D Society Bestows 25 Awards at 4th Annual Creative Arts Ceremony in Los Angeles ... The National Film Board of Canada ...2013 Postmedia Network Inc.
[www.vancouversun.com/mobile/business/businesswire/...](http://www.vancouversun.com/mobile/business/businesswire/)
16. International 3D Society Bestows 25 Awards at 4th Annual ...
INTERNATIONAL 3D SOCIETY BESTOWS 25 AWARDS AT 4th ANNUAL ... AUTODESK 3D INDEPENDENT SHORT FILM ... International3D Society Announces2013 Technology Award ...
[www.businesswire.com/news/home/20130206005056/en/...](http://www.businesswire.com/news/home/20130206005056/en/)
17. International 3D Society Bestows 25 Awards at 4th Annual ...
LOS ANGELES--(BUSINESS WIRE)--The International 3D Society bestowed 25 honors for “distinguished achievement” in the 3D Creative Arts Awards Wednesday night at a ...
legalnews.findlaw.com/article/0b8U1XV319ciD?q=movie+OR...
18. 4th Annual New Media Film Festival | PRLog
4th Annual New Media Film ... SAVE THE DATE June 11th & 12th 2013 A ONCE A YEAR SPECTACULAR: 4th Annual ... Feature Presentation & Awards Ceremony Categories:-3D ...
www.prlog.org/12050374-4th-annual-new-media-film...
19. International 3D Society Bestows 25 Awards at 4th Annual ...
International 3D Society Bestows 25 Awards at 4th Annual Creative Arts Ceremony in Los Angeles. ... Thursday, February 7th 2013 “Life of Pi” Wins 3 Top Honors
www.virtual-strategy.com/2013/02/07/international-3d...
20. International 3D Society Bestows 25 Awards at 4th Annual ...
International 3D Society Bestows 25 Awards at 4th Annual Creative Arts Ceremony ...2013 . Tweet. 0 Comments E ... AUTODESK 3DINDEPENDENT SHORT FILM ...
www.heraldonline.com/2013/02/07/4601104/international-3d...
21. International 3D Society Bestows 25 Awards at 4th Annual ...
International 3D Society Bestows 25 Awards at 4th Annual Creative Arts Ceremony ...2013 . Tweet. 0 Comments E ... AUTODESK 3DINDEPENDENT SHORT FILM ...
www.heraldonline.com/2013/02/07/4601104/international-3d..
22. Buzz
Life of Pi 3D; Movie 43; HOME. SHOWTIMES. Showtimes & Theaters; My Theaters; Mobile Showtimes; ... ‘The Help’ Is Tops in Our FourthAnnual Fandango Fan ChoiceAwards.
awardswatch.fandango.com/2013/blog/index.php?title=the...

EVENTS/ACTIVITIES

3D SOCIETY IN THE NEWS

23. DreamWorks Animation (DWA) to Receive Sir Charles Wheatstone ...
... to Receive Sir Charles Wheatstone Award from International 3D Society February 6,2013. ... whose 3D movie 'Life of Pi ... 3D SOCIETY BESTOWS
eon.businesswire.com/.../en/DreamWorks/3D-Society/3net
24. AWARDS AT 4thANNUAL ...
eon.businesswire.com/.../en/DreamWorks/3D-Society/3net
25. 4th Annual 3D Creative Arts Awards - Feb 6, 2013, Beverly ...
4th Annual 3D Creative Arts Awards - Feb 6, ... 2013. The International 3D Society is the host. ... Simak Discussion Resensi Film " Life of Pi ...
www.i4u.com/2013/01/ang-lee/beverly-2013-creative-annual
26. International 3D Society Bestows 25 Awards at 4th Annual ...
International 3D Society Bestows 25 Awards at 4th Annual Creative Arts Ceremony in Los ... 2013 1:00 AM EST Tweet ... AUTODESK 3DINDEPENDENT SHORT FILMCOMPETITION. Ora.
www.streetinsider.com/Press+Releases/International+3D...
27. MarketSaw - 3D Movies, Gaming and Technology: January 2013
4th Annual 3D Creative Arts Awards - Feb 6, 2013, ... at this year's 4th Annual 3DCreative Arts Awards. ... 3D Film Factory Established in 2008 by award-winning ...
marketsaw.blogspot.com/2013_01_01_archive.html
28. DreamWorks Animation (DWA) to Receive Sir Charles Wheatstone ...
DreamWorks Animation to Receive Sir Charles Wheatstone Award from International 3DSociety February 6, 2013 ... 4th Annual Creative ArtsAwards ... 3D movie 'Life of Pi' has ...
bw.newsblaze.com/story/2012122002302800003.bw/topstory.html
29. DreamWorks Animation (DWA) to Receive Sir Charles Wheatstone ...
... to Receive Sir Charles Wheatstone Award from International 3D Society February 6,2013. ... whose 3D movie 'Life of Pi ... 3D SOCIETY BESTOWS 25 AWARDS AT 4thANNUAL ...
eon.businesswire.com/.../en/DreamWorks/3D-Society/3net
30. The International 3D Society Dishes Out Some Awards For The ...
The International 3D Society names its award recipients for "distinguished achievement" in 3-D at the 4th Annual Creative ... AUTODESK 3DINDEPENDENT SHORT FILM ...
www.aintitcool.com/node/60823

EVENTS/ACTIVITIES

3D SOCIETY IN THE NEWS

31. International 3D Society Bestows 25 Awards at 4th Annual Creative ...
www.bloomberg.com/article/2013-02.../azT150XYB8Zc.html

5 days ago – International 3D Society Bestows 25 Awards at 4th Annual Creative Arts... February 7, 2013
The International 3D Society bestowed 25 honors for ... 3DINDEPENDENT SHORT FILM COMPETITION
Ora The National Film ...

32. The 4th Annual 3D Creative Arts Awards | Animation Magazine

www.animationmagazine.net/.../the-4th-annual-3d-creative-art...Share

Tag “The 4th Annual 3D Creative Arts Awards”. divider image. Leonard Maltin to Host 3D Society Awards.
January 27, 2013 by Ramin Zahed No Comments divider image ... Author, critic and film historian Leonard Maltin will host the 4th Annual 3D ... Olympics in 3D, DreamWorks Animation and director Ang Lee for his...

33. ‘Life of Pi’ wins big at 3D Society’s gala | Variety

Ang Lee film takes top awards at ... Ang Lee’s “Life of Pi” was the big winner at the Intl. 3D Society’s fourth annual Creative ... 2013 TV Summit presented ...

www.variety.com/article/VR1118065793

EVENTS/ACTIVITIES

STRATEGIC PLANNING Upon the merger of the International 3D Society & 3D@Home Consortium, a combined board meeting was hosted at DreamWorks Animation Studios in Los Angeles to prioritize the organizations efforts going forward. Consumer adoption, press relations, professional education, and research were all agreed to as top priorities.



the future to help the direct sales of our member companies' products to the 90M households HSN reaches.

CREATIVE CONFERENCE LONDON – Under the leadership of our UK Co-Chairs John Cassy (bSkyb) and Adam May (Vision3), 3Dprofessionals from throughout Europe will gather for a creative conference and meetings. This is an excellent opportunity for our large community of 3D professionals in London and elsewhere to see and hear the latest developments in 3D content and technology.

HOME SHOPPING NETWORK – I3DS & 3D@Home partnered with the Home Shopping Network on September 24 for a 24-hour 3D special sales event. Over that period, thousands of 3DTVs were sold and many, many viewers were educated on how 3D works, how to find 3D channels and plans for exciting 3D content releases. We are excited about the opportunities to partner with HSN in

SCREEN DAILY

DreamWorks, Fox, Sky 3D execs line up to speak at inaugural 3D Creative Summit

19 February, 2013 | By Wendy Mitchell

London event to be held March 27-28.

The inaugural 3D Creative Summit, to be held at the BFI Southbank in London on March 27-28, will welcome speakers including David Attenborough, DreamWorks Animation's Phil McNelly and Sky 3D director John Cassy.

Other speakers will include Jim Chebin, president of the International 3D society, Anthony Giffen, executive producer of Galapagos 3D and Cameron Saunders,



3D Society Vice President, Nick Urbom, live on the set during Home Shopping Network's 3D TV sales event. HSN reaches over 90 million households in the US. Thousands of 3D TV's were sold during the 24-hour promotion.

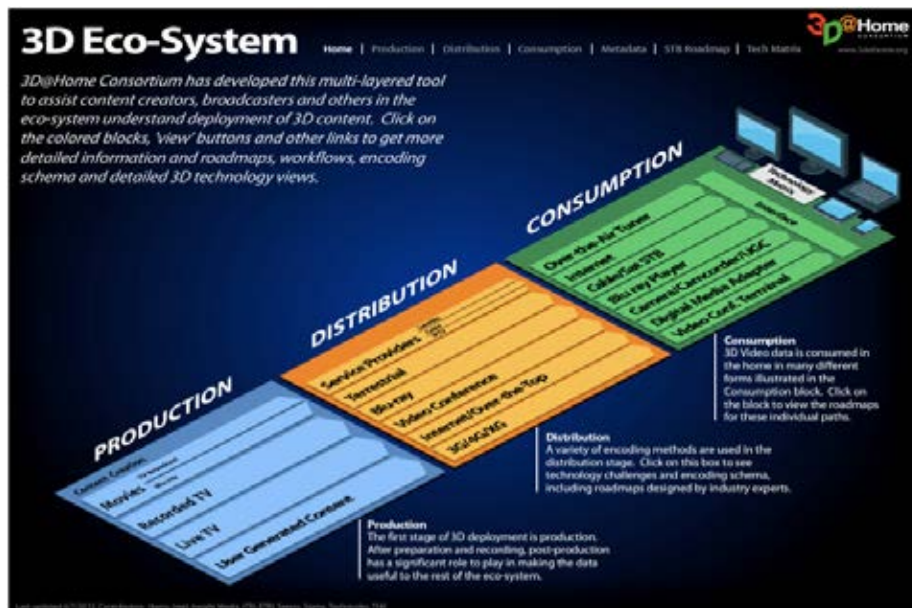
COMMITTEE ACTIVITIES

TRANSMISSION AND DISTRIBUTION – Your Transmission & Distribution Committee is outlining priorities to advance 3D in the marketplace of 2013 and beyond. From 3D Versioning to creating the 3D content for a variety of screen sizes - to studying the business trends for distribution of 3D to homes. The Committee is activating efforts to steer member companies to successful strategies in 2013.

CONSUMER PRODUCTS – The Committee has focused on activating consumer adoption of 3D features on 3D products. The group is developing a series of animations that illustrate how different 3D technologies work. These easy to understand animations are designed for both professionals and consumers to help them feel more comfort-

able with 3D technology. A number of projects have been identified that the Committee believes may be successful if more industry participants were able to join.

HUMAN FACTORS – For the past several months, the Human Factors Committee has been focused on a high demand project in Japan that will have excellent translation worldwide. The project is designed as a study of the emotional responses to 3D, information, which can be applied to movies, advertising and all other 3D content creation. In partnership with Pacific University, Oregon, we look forward to developing research for member companies and our overseas member organizations for use in educating healthcare professionals, television executives, and governmental agencies.



COMMITTEE ACTIVITIES

AND THE WINNER IS...



Dr. Lincoln Wallen, PhD accepts the Sir Charles Wheatstone Award for DreamWorks Animation (DWA).



Ang Lee and 'Life of Pi' won 4 Lumieres for Best Live Action Feature, Best Stereography, Best 3D Moment of the Year and the Harold Lloyd Award.



Accepting the International Jury Award for Korea Broadcasting Service was Man Seok Pyo.



Presenting the Lumiere statuette to SkyUk and Bwark Production's outstanding 3D TV Short, "Little Crackers" was Dan Schinasi of Samsung.



National Geographic Cinema Ventures President, Lisa Truitt, welcomes the audience.

COMMITTEE ACTIVITIES

AND THE WINNER IS...



3D's biggest night welcomed guests Japan, China, Taiwan, Korea, Germany, France, Belgium and Canada on the red carpet.



Presenting the Harold Lloyd award for filmmaking to Ang Lee is Suzanne Lloyd, Chairman of Harold Lloyd Entertainment.



Accepting the award for best 2D to 3D Conversion for "The Avengers" was Marvel's Wesley Sewell.



Pixar stereo team leader, Bob Whitehill, accepts for "Brave" and "La Luna."



ESPN 3D won a Lumiere for "2012 BCS Championship." Accepting was Bryan Burns.

COMMITTEE ACTIVITIES

AND THE WINNER IS...



Executive Director of the Sony 3D Technology Center, Grant Anderson, accepts a Lumiere for "Little Crackers."



Volkswagen Germany won the Lumiere statuette for Best Commercial for "Flower Power." Accepting for VW, was stereographer, Florian Maier.



"Ora" director, Philippe Baylaucq, accepts the Autodesk 3D Independent Short Film Competition Lumiere.



Jason Goodman and 21st Century 3D recognized with two 3D Technology Awards.

COMMITTEE ACTIVITIES

3D TECHNOLOGY AWARDS WINNERS



The 3D Technology Awards opening reception honored seven companies for outstanding achievement in 3D Technology, for “impact and innovation.” The reception was sponsored by MasterImage 3D. Pictured above is Steve Schklair, CEO 3ality Technica.

3ality Technica

Technology: IntelleSuite

21st Century 3D

Technology: 1/4 Wave Retarder

21st Century 3D

Technology: Optical Horizontal Image Translation (OHIT)

TDVision

Technology: TDVision Systems 2D+Delta

Samsung

Technology: SSG-4100GB Active 3D Glasses



Pixar's “Brave” stereo team holding their Lumieres and Oscars.

InfiniteZ

Technology: zSpace

Innoventive Software

Technology: FrameForge Previz Studio 3, Stereo Edition

Innoventive Software

Technology: The RealD Professional Stereo Calculator for iPhone and iPad (Version 2)

RealD

Technology: The RealD Professional Stereo Calculator for iPhone and iPad (Version 2)

Parting

shots...



Queen Elizabeth is known for adapting new technologies for communicating. Her coronation used 3D cameras to capture her ascension to the throne more than 50 years ago. This holiday season, the Queen addressed her subjects for the first time in 3D.