

3D FOR EVERYONE!

technicolor®



THE NEED

Audiences have made it clear that they want 3D. 3D engagements have consistently outperformed 2D by more than 2-to-1. Studios have already announced 19 major 3D releases for 2010, and more are expected. However, currently only approximately 8,000 screens in North America have been converted to digital, and only roughly 3,800 of those screens are 3D-capable.

THE CHALLENGE

As overall market conditions continue to delay a broader digital cinema deployment, exhibitors face a near-term challenge in meeting consumer demand for 3D. And for exhibitors in smaller markets, it can be difficult under any conditions to justify the current cost of going digital. How, we asked, can we bring high-quality 3D to theatres without the huge barrier of investment and bridge the gap until digital cinema can be more widely rolled out?

THE SOLUTION

Technicolor has developed a new 3D system that enables exhibitors to leverage the base of 35mm projectors already installed in theatres across the world. Introducing high-quality, affordable 3D for everyone. Introducing Technicolor 3D.

High Quality

- Utilizes Technicolor's next-generation 3D lens system and new digital post-production tools which optimize 35mm film for 3D projection
- According to independent research firm OTX, audiences rank Technicolor 3D quality comparable to digital 3D

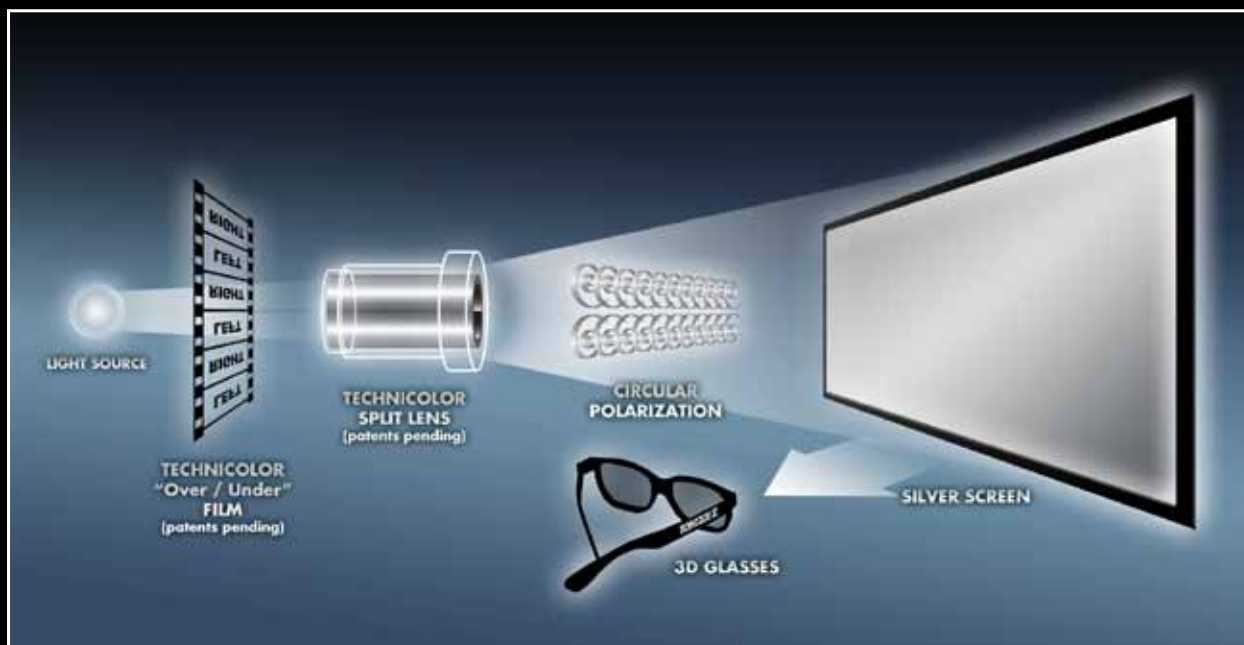
Affordable

- A fraction of the cost of digital 3D while maintaining the ability to charge a ticket premium
- Opportunity to bring the 3D experience to theatres where digital conversion may not be cost effective in the near/medium term

Available Now for Everyone and Needed by Market

- Nineteen 3D releases already announced for 2010
- Works with traditional 35mm film projectors
- Technicolor 3D systems ready for immediate rollout

HOW IT WORKS



SYSTEM REQUIREMENTS

Standard 35mm film projector

Technicolor 3D lens system

- Utilizes a patent-pending split-lens optical solution that creates circular polarization
- Easy to install and configure

Silver Screen

- Technicolor 3D utilizes the same silver screens required for current digital 3D systems

3D Glasses

- System works with industry accepted circularly polarized glasses

Technicolor 3D "Over / Under" film prints

- Prints are optimized for 35mm 3D using Technicolor's new digital post-production processes

Not enough digital 3D screens are currently available to release two 3D films on the same weekend or even within a 3 week window.

Scheduled 3D Releases (2010) as of 3/8/10

How to Train Your Dragon	3/26/10	PAR
Clash of the Titans	4/2/10	WB
Shrek Forever After	5/21/10	PAR
Toy Story 3	6/18/10	DIS
Despicable Me	7/9/10	UNI
Cats & Dogs: Revenge of Kitty	7/30/10	WB
Step Up 3-D	8/6/10	DIS
Piranha 3D	8/27/10	TWC
Resident Evil: Afterlife	9/10/10	SNY
Legend of the Guardians 3D	9/24/10	WB
Alpha and Omega	10/1/10	LGF
Jackass 3D	10/15/10	PAR
Saw VII 3D	10/22/10	LGF
Megamind	11/5/10	PAR
Harry Potter & The Deathly Hallows: Part 1	11/19/10	WB
Tangled	11/24/10	DIS
Yogi Bear	12/17/10	WB
Tron Legacy	12/17/10	DIS

For more information visit www.technicolor3D.com, email 3D@technicolor.com, or call (323) 817-6847



High Quality, Affordable 3D for 35mm Projectors.