



Press release

Potsdam, 03 April 2009

THE FUTURE OF CINEMA IS 3D Digital 3D Cinema technology at the international symposium INSIGHT OUT 2009

The 5th international symposium INSIGHT OUT / HFF Academy this year attracted 50 filmmakers, producers and post-production experts from 20 countries, from Hong Kong to Egypt, Romania and Great Britain, to Potsdam-Babelsberg. Leading international personalities such as the stereoscopic supervisor Robert Neumann (Disney Feature Animation), Steve Schklair (CEO 3ality) and Brian Van't Hul (VFX supervisor for „Coraline“) came to the HFF „Konrad Wolf“ from 23 - 27 March to present their expert knowledge on the production of 3D content.

While the question of achieving digitalisation in the workflow for film and television was at the fore in past years, this year saw the focus on 3D in all its variations. Prof. Martin Steyer, vice-president of the HFF and programme director of INSIGHT OUT: „The experiences in the USA have shown that 3D is a genuine audience attraction and consequently the most important factor for the digitalisation of the cinema screens. Digital 3D production and projection are thus such a central issue. INSIGHT OUT brought the globally most important figures to Babelsberg as trainers by inviting Steve Schklair, Robert Neumann and Brian Van't Hul.“

The American market is already better equipped with more than 950 3D screens with digital projection facilities. The Digital Cinema Rollout is expected in Germany and Europe in the coming years. The 3D format is no longer called into question; attention was focused instead at INSIGHT OUT on the pros and cons of the various projection technologies, the business models for the transition to 3D, but, above all, on the production technologies for making 3D films. Some of the participants, e.g. from Denmark, Germany and Romania, are themselves planning their first 3D productions. Most of the digital 3D films, however, are currently from the USA – the digital 3D production from Disney "Bolt" was already released in German cinemas. In the presentation of his "depth scripts", INSIGHT OUT trainer and „Bolt“ stereoscopic supervisor Robert Neumann was able to reassure doubters who were afraid that a 3D film could stretch the audience with its intensity. In the same way that rising tension is structured in a film's drama, there is also a dramaturgy in the different levels of depth - Neumann called this the „grammar of 3D movies“. The stereoscopic depth is in direct relation to the emotional depth of the action.

Practical experience with digital production was offered by five „hands on“ workshops with the latest technology for production chains from High-End Digital Cinema through to Stereo 3D and

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HDTV Series Production which reproduced the complete workflow from digital recording through to postproduction. On the second day, the workshops were offered to film professionals from Berlin-Brandenburg along with the INSIGHT OUT participants. This opportunity went down very well with the local industry. The workshops were fully booked with 75 participants; the 3D workshop, in particular, which was the first of its kind in Berlin-Brandenburg, was enthusiastically received.

As the lecture by the PRIME 3D research consortium showed, the introduction of 3D TV is being regarded as the next innovation after HD. The question at the moment: can 3D TV be established for the mass market? Autostereoscopic 3D displays, where one doesn't need to wear additional glasses, are presently not yet fully developed; there aren't any 3D TV standards, but only competing technologies. Although 3D TV sets are already on the market in the USA, they are far from being able to cater for a mass market. Autostereoscopic displays as well as uniform production and distribution formats are the prerequisites that are still needed for 3D TV.

The trainers of INSIGHT OUT / HFF Academy included: Robert Neumann (Disney Feature Animation), Steve Schklair (3ality) and Brian Van't Hul (VFX for Coraline), Claudia Meglin (VFX for „Tropic Thunder“, „The Changeling“), Alan Silvers (Lowry Digital), Joe Lewis (Motion Control for „King Kong“, „Lord of the Rings“), Jonathan Renouf (producer) and Keith Partridge (DoP) for the BBC HDTV series „Earth – Power of the Planet“, Amin Matalqa (director „Captain Abu Raed“).

INSIGHT OUT takes place at the University for Film & Television (HFF) "Konrad Wolf". Prof. Martin Steyer was responsible for the programme, and the event was organised by the HFF's Institute for Artistic Research, headed by Prof. Dr. Kerstin Stutterheim. The EU supports INSIGHT OUT through the MEDIA Programme. The partners of the international HFF Academy INSIGHT OUT are Medienboard Berlin Brandenburg GmbH, the European Broadcasting Union and Camelot Broadcast Services Berlin. Apple, Arri, Avid, CinePostproduction Geyer, Dreamwalks, DVC, Elektrofilm, MWA Nova, P+S Technik, Panasonic, riseFX and Sony could be won as sponsors.

The University for Film & Television (HFF) "Konrad Wolf" is the oldest and largest training institution of its kind in Germany with its present 550 students in 11 courses of studies. The artistic and practical training is conducted on the highest level thanks to the latest technology and experienced teaching staff - intensive contacts link the HFF on a national and international level with numerous academies, universities and research institutions in the field of film and television.

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