



clairebest&associates
film & television international creative talent

We applaud our client
ANNA J. FOERSTER
for being recognized as one of

VARIETY'S TOP 10
CINEMATOGRAPHERS TO WATCH
in 2012.

VARIETY

[Log In](#) [! Online Subscription Help](#) [S language Dictionary](#)

[Home](#) | [2/14/2012](#) 12:02 P.M. | [Text size: a⁻ A⁺](#)

[Subscribe to VARIETY at 73% off the cover price](#)

[Latest News](#) [Latest Reviews](#) [Features](#) [People News](#) [Charts](#) [Opinions](#) [Events](#) [Photos](#) [Videos](#) [VarietyMediaCareers.com](#)

[FILM](#) [TV](#) [LEGIT](#) [MUSIC](#) [DIGITAL](#) [Archives](#)

[INTERNATIONAL](#)

Technology News

Posted: *Wed., Aug. 24, 2011, 4:00am PT*

[+ Share](#) [Print](#)

3D tech titans tie the knot

3ality Digital acquires Element Technica

By PETER CARANICAS

Two major suppliers in the stereo 3D arena have joined up, creating a powerhouse that will provide an estimated 80% of the technology used in 3D production worldwide.

Tech provider 3ality Digital has acquired all of manufacturer Element Technica for "several million dollars in cash, plus equity," said Steve Schklair, formerly CEO of 3ality Digital and now CEO of the combined company, which takes on the moniker 3eality Technica.

Schklair added that even though the two companies shared customers, there's "no overlap in their product lines. We'll continue both lines and we're planning no layoffs" as a result of the acquisition.

"As our primary competitor, we have always had great respect for Element Technica and their achievements," he added. "The complete compatibility... between the companies has made this an ideal acquisition."

3ality Digital was known mainly for production technology. In acquiring Element Technica it gains an in-house manufacturing and design capability and the opportunity to expand its R&D infrastructure.

The two founders of Element Technica -- Hector Ortega and Stephen Pizzo -- are now senior veeps of 3ality Technica.

The newly minted company's customer base includes Hollywood features and TV, live-broadcast sports, concerts and non-entertainment applications at orgs such as NASA.

Feature films that have used systems from one or both of the companies include Legendary/New Line's "Jack the Giant Killer," Sony's "The Amazing Spider-Man," Fox's "Prometheus" and MGM/New Line's "The Hobbit: An Unexpected Journey." In TV, the host broadcast feeds from the FIFA World Cup and companies such as B Sky B have used 3ality Technica technology for their live-event production.

Ortega said the combination of the two companies' product lines will result in more efficiency in 3D production. "With this acquisition... not only will automation become more common, it will be the standard as the industry begins to enjoy the simplicity and speed it affords," he said.

2D and 3D accessories that were marketed under the Element Technica brand will continued to carry that banner.

3ality Digital rented additional space at its Burbank headquarters to accommodate the influx of Element Technica employees, who will move there in the fall.

In April, Clearlake Capital Group acquired the majority of 3ality Digital in a recapitalization move. That infusion of capital was used principally to enable the acquisition of Element Technica, said

[Email or Share](#) [Print](#)
[RSS Feed](#) [Bookmark](#)

Get Variety:
[Mobile](#) [Digital Edition](#) [Newsletters](#)

[Subscribe to Variety](#)

-- Advertisement --

MARCH 20
THE TV SUMMIT 2012

HOSTED BY

ACADEMY OF TELEVISION ARTS & SCIENCES
PRODUCTION

REGISTER BEFORE FEB 17 AND SAVE

-- Advertisement --

Schklair.

Contact Peter Caranicas at peter.caranicas@variety.com

GUEST, HERE ARE OTHER ARTICLES RECOMMENDED FOR YOU...

[Adele's '21' wins album of the year at Grammys](#)

['The Artist' dominates BAFTA Awards](#)

[Does career achievement matter?](#)

Powered by 

Read Next Article: [Hulu bids due; questions loom >](#)

MARCH 20
THE TV SUMMIT 2012
PRESENTED BY

PROGRAMMING
RATINGS
BUSINESS
ADVERTISING
DIGITAL
DISTRIBUTION
MOBILE
BRANDING
SMARTPHONES



ACADEMY OF TELEVISION
ARTS & SCIENCES
FOUNDATION

VARIETY

**REGISTER BEFORE
FEBRUARY 17
AND SAVE**

CONFIRMED SPEAKERS INCLUDE:

			
MARJORIE KAPLAN President, Animal Planet & Science Channel	MARC GRABOFF President, CKX	SHANNA PREVE Content Partnerships Lead, Google TV	GREG YAITANES Executive Producer, <i>House</i>

VARIETY
CONFERENCES

Hollywood IT Summit Produced by MESA & Variety
March 2, 2012
Pepperdine University, Malibu, CA

4th Annual Film Finance Forum West presented by Winston Baker in association with Variety
March 6-8, 2012
The Roosevelt Hotel, Los Angeles, CA

2012 Television Summit Presented By The Academy of Television Arts & Sciences Foundation and Variety
March 20, 2012
The Renaissance Hotel, Los Angeles, CA

2012 Britweek Film & TV Summit presented by Variety & the British Academy of Film and Television Arts, Los Angeles
April 27, 2012
Intercontinental Hotel, Los Angeles, Century City, CA

Variety's Entertainment & Technology Summit Co-produced by Digital Hollywood
April 30, 2012
The Ritz Carlton Hotel, Marina Del Rey, CA

Variety Venture Capital & New Media Summit In Association with International ESQ
June 27, 2012
Los Angeles, CA

[View all Conferences and Events](#) ▶



© Copyright 2011 **FBI**, a division of Reed Elsevier Inc. Variety and the Flying V logos are trademarks of Reed Elsevier Properties Inc., used under license.

[Subscribe](#) | [Privacy Policy](#) | [Terms & Conditions](#) | [About Us](#) | [Advertise](#) | [Contact Us](#) | [Sitemap](#) | [Help](#)

Media: [LA 411](#) | [New York 411](#) | [Variety](#) | [Variety Arabia](#)

Construction: [Reed Construction Data](#)

Business Directory: [HotFrog](#)