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3ality Digital Acquires Element Technica, Creates 3D Heavyweight

By: [Jason Dachman, Managing Editor](#) | Published: Thursday, August 25, 2011 - 3:27 pm

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In a market-changing shift for 3D sports production, 3ality Digital announced yesterday that it has acquired 3D-rig manufacturer Element Technica. The deal consolidates two of the prime players in the burgeoning 3D-production-technology market, creating a sizable powerhouse in 3D film and broadcasting.

The newly named 3ality Technica will manufacture the full slate of product offerings from both companies, but the full Element Technica product line will continue to be marketed under the Element Technica banner.

In acquiring Los Angeles-based Element Technica, 3ality also increases its in-house manufacturing and design capability and will look to further expand its R&D infrastructure. The companies will combine in an expansion to the 3ality Digital headquarters in Burbank, CA. Financial details of the deal were not provided.

"As our primary competitor, we have always had great respect for Element Technica and their achievements," 3ality Technica CEO Steve Schklair said in a statement. "Perhaps the greatest benefit of this acquisition will be to the motion-picture and broadcast producers who will now have an unprecedented amount of tools and technology tailored to meet their specific needs."

3ality and Element Technica technology and production systems have been used by several major broadcasters, including BSKyB, NBC, and MSG. The companies' products were also deployed for the first live 3D broadcasts from the NFL, BCS Championship, Super Bowl, 2011 FIFA World Cup (produced by HBS), Isle of Wight Festival, Ryder Cup, and UEFA Champions League Football.

The move effectively creates a two-horse race at the top of the 3D-technology marketplace, pitting 3ality Technica against its primary competitor, the CAMERON-PACE Group. Both companies hold considerable market share in 3D production of both film and television.

"With this acquisition, 3ality Technica will be a decade ahead of the rest of the industry," says Hector Ortega, SVP of 3ality Technica. "Not only will automation become more common; it will be the standard as the industry begins to enjoy the simplicity and speed it affords,"

3ality Technica SVP Stephen Pizzo adds, "Integration will fast-forward as the merging systems require fewer and fewer ancillary components. Compatibility with other industry systems will cease to be an issue as 3ality Technica alone already leads the way in seamless connectivity from postproduction to VFX and live broadcast."

The new company will continue to offer 3ality's 3D educational program (3DIQ) to filmmakers, broadcasters, and craftspeople.

"Some of our key customers and partners that were recently made aware of this deal

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have shared in this excitement as they all understand the benefit this will have to their work," says Schklair. "We have already integrated some of the best aspects of both companies' product offerings, so the market will see an immediate improvement in tool sets, component integration, and customer service."

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