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First Look: Poster From Sam Raimi's OZ: THE GREAT AND POWERFUL

Looks like Sam Raimi is going to land nicely with **OZ: THE GREAT AND POWERFUL** after his helming of the Spider-man franchise for so long.

The poster looks outstanding. I like the blend of the realistic (a hot air powered balloon) and the fantastic (The Emerald City in the background), **the rich colors and lighting. Beautiful.**

Want further testament to how gorgeous this movie is going to look? OZ is being shot in native 3D using 3ality Technica's 3D camera rigs! You can expect the best.

The movie stars James Franco (Oz), Mila Kunis (Theodora), Rachel Weisz (Evanora), Michelle Williams (Glinda) and Zach Braff (Finley).

Here's the movie's storyline: Disney's fantastical adventure "Oz The Great and Powerful," directed by Sam Raimi, imagines the origins of L. Frank Baum's beloved character, the Wizard of Oz. When Oscar Diggs (James Franco), a small-time circus magician with dubious ethics, is hurled away from dusty Kansas to the vibrant Land of Oz, he thinks he's hit the jackpot—fame and



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fortune are his for the taking—that is until he meets three witches, Theodora (Mila Kunis), Evanora (Rachel Weisz) and Glinda (Michelle Williams), who are not convinced he is the great wizard everyone's been expecting. Reluctantly drawn into the epic problems facing the Land of Oz and its inhabitants, Oscar must find out who is good and who is evil before it is too late. Putting his magical arts to use through

illusion, ingenuity—and even a bit of wizardry—Oscar transforms himself not only into the great and powerful Wizard of Oz but into a better man as well.

Be prepared for an avalanche of marketing with Comic-Con coming up next week!

OZ: THE GREAT A POWERFUL opens **March 8, 2013.**



Labels: 3ality Technica, Disney, Native 3D, Official Poster, Oz: The Great And Powerful, Poster, Sam Raimi