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3ality sets standard for music in 3D

3ALITY TECHNICA | JULY 10, 2012 | BY: RON HENSON

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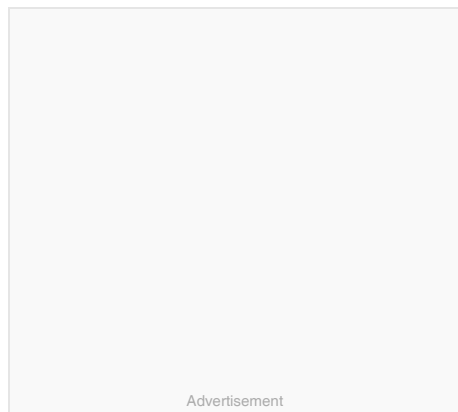


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It's a fairly well established fact that [3ality Technica](#) located in Burbank California is on the leading edge of producing cost-effective, high quality 3D in the realm of live music concerts. Being pioneers in the field of 3D imaging and providing producers with the necessary tools to produce 3D content has its advantages. For example, you have to have a good reputation to attract the attention of an uberband like U2. If Bono seeks you out, you must be doing something right. He and his reps chose the people at 3ality to produce the 2008 concert film U23D. Some artists have seen the potential of 3D filming to enhance the concert experience. Those who haven't need only spend some time in the screening room at 3ality Technica to realize its potential. The days of the studio bands are more or less a thing of the past. Thanks to the digital revolution and



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the high volume of pirated music, artists these days have to rely heavily on live concerts to generate revenue. If you are a really hot band (like [Linkin Park](#) or [Cold Play](#)) and you have some really hardcore fans living in places where it may not be cost effective to take a major show, a 3D concert experience is as close as you're going to get to a live experience. The artists have an obvious advantage of utilizing this format.

Just recently 3ality hosted a press event in which reporters were given the opportunity to talk to the some indisputable 3D enthusiasts. There was a panel of experts including Steve Schklair, President and CEO of 3ality Technica, Ted Kenney who was the producer on U23D, John Rubey, President of AEG Live--a company devoted to live music performance, and 3D editor (for technical questions) George Bellias. Steve Schklair seemed to focus in on the naysayers. He wanted to find out who in the audience were skeptics about 3D and give them the opportunity to ask the tough questions because one of his objectives in hosting this event is to educate people. Having reported on 3D for a while, it wasn't the first time this reporter has witnessed a skeptic become a believer after viewing 3D with all of the basic elements in place. You need a good screening room with state of the art projection systems, good glasses, good content and good positioning (it's best if you go for the middle). Ted Kenney pointed out how music really touches people. A song can give you a flashback to your first relationship or some other significant life event. 3D is a tool that artists can use to make their presence stronger in the cinema. If it's done right, a 3D concert can seem just as real as being there in person.

View slideshow: [Steve Schklair](#)



Katy Perry Photo credit: Billboard

While 3ality didn't invent 3D as we know it in the 21st century, (that credit belongs to Lenny Lipton) they certainly have done a great deal to advance the art form. Any artist would be wise to follow the lead of the [Black Eyed Peas](#), U2, [Katy Perry](#), Justin Bieber and others who have embraced 3D.

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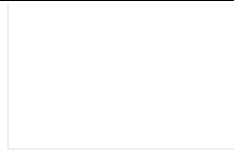
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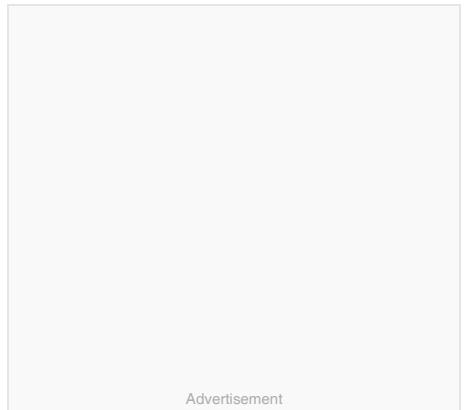


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