



Home **3D news** 3D Focus TV S3D to AS3D Conversion Sky 3D 3D glossary 3D events Tip us

Newsletter

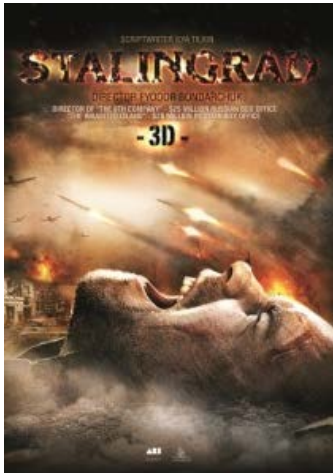
3D photography Glasses free 3D Advertise Consult 3D Entertainment Summit 3D software 3D content

Schklair talks Stalingrad 3D and frustrating US 3D market



Aug 07, 2012

As shooting wraps up, 3ality Technica CEO Steve Schklair talks about Russia's first big budget 3D film, Stalingrad 3D and why the take up of 3D TV has been slow in America



Due for an October 2013 release, Stalingrad is the first Russian made entirely in 3D and will cost a reported \$30,000,000. Steve Schklair, who's company 3ality Technica is supplying 3D rigs for the London Olympics 3D coverage, was the 3D Producer for the picture.

Shooting wrapped up recently in a small village outside St Petersburg and commenced in Autumn 2011, with the bulk of the filming being conducted between May and July 2012.

The film, loosely based on the World War II Battle of Stalingrad, is being produced by Ukrainian Alexander Rodnyansky and directed by Russian Fyodor Bondarchuk.

Steve Schklair tells 3D Focus "I personally got involved with this project because it was one of the most brilliant scripts I have ever read. I fell in love with the script. The film was shot in

two parts. The big battle sequences were done last Autumn in St Petersburg. Interestingly, the film is set at night but St Petersburg is virtually daylight 22 hours a day. At first, I thought that was a very strange decision. I then realised why it made perfect sense because those scenes were so big that if you were to do them at night, the amount of lighting and rigging you would have to bring in would break the budget, which was not huge. By relying on the sun, you can do a beautiful job turning day into night using CGI techniques. I've seen the footage in the tests now and they are absolutely beautiful. It looks like night but it has got a different feeling and look to something shot at night which matches the look of the film amazingly well."

3ality Technica 3D equipment has been used on the sets of many major 3D movies including the upcoming The Hobbit and a dual 2D/3D workflow is something the company is keen to push.

"We have a different philosophy to CPG" said Schklair, referring to James Cameron's 3D rig company. "CPG wants to come in and make your film for you. We offer support to whatever level is needed. For instance, Spiderman was always set to be a 2D movie until three or four weeks before production started. At that point, there was not enough time to fully train a crew, so we put the 3D crew onto the show. They did the entire movie. A slightly different model to that is The Hobbit. For The hobbit, we went there for the first two months of shooting with our crews until their crews were fully trained and then our guys pulled out. It can be expensive for an overseas film to utilise an American crew so Jack the Giant Killer, which was shot in the UK, was entirely produced by a local crew we had trained in the past".

Having worked with Sony Television to produce a 3D gameshow, an episodic comedy

prestaigne
3D charter
specialists in technology and
3DTV workflows
www.prestaignecharter.com

Unicom™ THE BOB DOWLING GROUP presents
3D ENTERTAINMENT SUMMIT
In association with **VARIETY**
SEPTEMBER 19-20, 2012
HOLLYWOOD, CA

THE GLOBAL EVENT ON EVERYTHING 3D
REGISTER TODAY
Use Coupon Code 3DR – For 20% Off!

PRODUCE YOUR OWN GLASSES
FREE 3D LENTICULAR POSTERS

- ▶ Free full demo
- ▶ Used by pros
- ▶ Video tutorials
- ▶ Full support
- ▶ Make money
- ▶ Amazing results
- ▶ Great 3D depth

Want to license 3D content?

If you represent a channel, VOD platform or distributor requiring high quality evergreen 3D content, we have the solution you. Click the arrow.

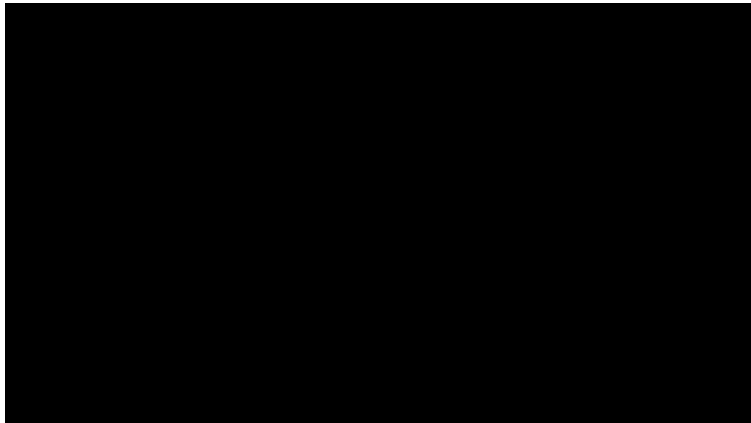


and 3D version of popular US soap, Days Of Our Lives, Schklair revealed that the experiment has led to Sony Picture setting up 3D filming of other Sony TV shows after the experiment **proved** that it is possible to shoot 3D on a 2D production without impacting the production schedule and crew.

Finally, Schklair spoke of his frustration about the short-termist approach taken by 3D entertainment channels and platforms, resulting in a stagnation of the 3D TV market in America.

"I think China is the growth market" he said "We are so deeply involved with china. I believe the 3D market in the UK is growing at a nice steady pace thanks to BSkyB taking the first jump. I believe the 3D television market in the US is going nowhere because everyone that launches channels don't have any plans for content, so there are all these channels with nothing to see on them. There have been some mistakes made in the market over here".

[3ality technica website](#)



Like 2 people like this.

Repost This Article

PREVIOUS POST

RELATED ARTICLES

- Holographic 3D sharks at CES
- National Geographic to launch 3D service on 3DGO!
- Samsung and LG launch goliath 3D TVs
- iPhone 4 gets new 3D viewer
- Getty Images to photograph Olympics in 3D



3D News

Like

DISQUS

Login

Add New Comment

Comment input area with a profile picture placeholder.

Amazing results
Great 3D depth

EXCLUSIVE DISCOUNT

25%

DISCOUNT
USE CODE '3DFOCUS'

3D Focus TV



2D to 3D Conversion
Test Using Xilisoft 3D
Video Converter



2D to 3D Conversion
Test Using Movari 3D
Converter



2D to 3D Conversion
test using Axaramedia
3D Converter



DVDFab 2D to 3D
Converter Test
Footage

GOT A PRESS RELEASE?

SUBSCRIBE! 3D NEWS IN YOUR INBOX

CONVERT S3D TO AS3D

we will convert a sample for you **FREE**

3D Focus endorsed multi-view conversion

Orbcreation
design & build your own 3.d website

3D FOCUS / EVENTS

3D FOCUS / CONSULT

tonight on sky 3D

Flying 3D camera

Paul Verhoeven