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# ICM to represent 3ality Technica

## Firm aims to forge root-level ties with filmmakers, TV creators

By DAVID S. COHEN

ICM has signed 3D tech pioneer 3ality Technica for representation in film, TV and live-event production.

Percentage aims to package 3ality with filmmakers, TV series creators, producers and financiers and projects' inception.

Among the tentpoles that have recently shot or are shooting with 3ality 3D systems are "The Amazing Spider-Man," "The Hobbit," "The Great Gatsby," "Prometheus," "Jack the Giant Killer," and "Oz: The Great and Powerful."

3ality founder-CEO Steve Schklair told Variety, "3D television never took off the way we thought it would. If television is going to go 3D, episodic is going to have to start moving. They (ICM) believe they can be very helpful in that."

Schklair also said producers in both movies and TV have been scared off by worries about inflated schedules and post costs for 3D. "That's driving a lot of the conversions. But it's a horrible misperception."

ICM, said Schklair, is setting up meetings where 3ality can show productions using its gear are coming in on schedule. Schklair said neither "The Hobbit" or "The Amazing Spider-Man" has suffered any schedule problems, despite shooting 3D.

Even episodic TV can be shot in 3D on a regular nine-day schedule, said Schklair. "We did it with 'Chuck' and that was three generations (of technology) ago."

3ality helped launch the digital 3D wave with "U2 3D," which it produced and for which it created 3D digital cameras and post software.

3ality's rival, Cameron Pace Group, is repped by CAA.

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