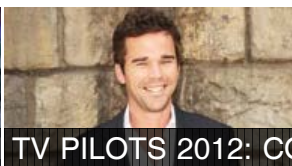




MIKE WALLACE REI



28 OF SUMMER'S H



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# 3Ality Technica to Debut New 3D Rig at NAB

6:04 PM PDT 4/6/2012 by Carolyn Giardina

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The company's technology has been used on productions such as "The Hobbit," "The Amazing Spider-Man" and "Prometheus."

3D technology developer 3Ality Technica -- whose current name was introduced in 2011 when 3Ality Digital acquired Element Technica -- will debut the first joint effort from the combined companies, the Helix 3D rig, at the upcoming National Association of Broadcasters (NAB) Show that begins April 14 in Las Vegas.

3Ality Technica's 3D rigs have been used on a string of high-profile features including *The Hobbit: An Unexpected Journey*, *The Great Gatsby*, *Prometheus*, *The Amazing Spider-Man*, and *Oz: The Great and Powerful*. They are also used for television, including live-event broadcasts such as Wimbledon.

The Helix rig combines the automation of the 3Alty rigs and the modular approach of the Element Technica gear. It is designed to handle a wider range of applications including handheld or studio use for features and broadcasting, according to senior vp **Stephen Pizzo**.

The Helix was also designed for use with 3Ality's Intellesuite control and automation software.

At NAB, the company will also showcase its related stereo image processor, the SIP 2100, as well as the IntellesCam, IntellesCal, and IntellesMatte software, all developed with the aim of reducing setup time and production costs.

3Ality will introduce a new Sony PMW-F3 accessories kit, designed in partnership with Sony for the F3 2D camera.

At NAB, NEP Broadcasting will exhibit an outside broadcast truck outfitted with 3ality Technica technology.

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