



Broaden your reach



Subscribe to [Newsletter](#) | Download [SVG Mobile](#)

Subscribe via [RSS](#) [Facebook](#) [Twitter](#) [LinkedIn](#)



- [HOME](#)
- [ABOUT](#)
- [EVENTS](#)
- [SPONSORS](#)
- [FEATURED CONTENT](#)
- [INITIATIVES](#)
- [RESOURCES](#)
- [JOB BOARD](#)
- [SUBSCRIBE](#)



## NAB 2012: 3ality Technica Shines Spotlight on 3D Production

Published: Friday, April 13, 2012 - 7:40 am

[Print This Story](#)

3ality Technica will unveil some of its new 3D production technology. With the recent acquisition of Element Technica by 3ality Digital, the combined single company, 3ality Technica, is a leader in the design, engineering, manufacturing, and distribution of 3D production technology. The company is headquartered in Burbank, California.

The showcase includes the new Helix, which is the result of the combined efforts between the former designers and engineers from 3ality Digital and Element Technica. 3ality Technica's engineering team has combined magnesium, carbon fiber and aluminum into functional, cutting-edge art with the Helix.

"The Helix has all the precision, automation and refinement of the T55 with the configurability and user-friendliness of the Atom," said Stephen Pizzo, SVP 3ality Technica. "It offers complete functionality when coupled with the Stereo Image Processor (SIP)."

The Helix was designed from the ground up to take advantage of the new IntelteSuite enhanced control and automation software, making the Helix the most intelligent system of professional 3D camera platforms.

The company will also showcase its proprietary software applications including IntelteCam, IntelteCal, and IntelteMatte. Coupled with 3ality Technica's sophisticated hardware, these applications fully automate the hardware, giving DPs and live sports broadcasters smart technology that eliminates setup time and production costs.

Also being presented under 3ality Technica's banner accessories brand, Elements, for the first time as a complete kit will be the Sony PMW-F3, designed in partnership with Sony for their F3 2D camera.

"As a DP myself, I appreciate what working DPs need in a camera rig. This is everything you need in a single unit. It's our go-to solution," said Mitch Gross, AbelCine Applications Specialist who worked on developing the Sony PMW-F3 solution with Stephen Pizzo and the Elements team. The former Element Technica accessories have been rebranded under the Elements brand name from 3ality Technica.

3ality Technica will also showcase the SIP 2100 and its benefits for post-production work, which will be demonstrated by editor George Bellias, who has worked on such high profile projects as The Black Eyed Peas (The Beginning) – Paris (2011), Britney Spears Live: The Femme Fatale Tour for EPIX (2011), We Are the World 25 for Haiti (2010), and most recently, Alter Bridge's

### LATEST HEADLINES

[NAB 2012: Studer's Glaetli Offers Booth Preview](#)

Friday, April 13, 2012 - 8:17 am

[NAB 2012: Adobe To Demonstrate Creative Suite 6 Production Premium](#)

Friday, April 13, 2012 - 8:06 am

[NAB 2012: DiGiCo Highlights Latest Digital Broadcast Offerings](#)

Friday, April 13, 2012 - 8:04 am

[NAB 2012: Stagetec Unveils NEXUS Network Interface Board](#)

Friday, April 13, 2012 - 8:04 am

[NAB 2012: MultiDyne To Show SilverBACK-II](#)

Friday, April 13, 2012 - 8:02 am

[NAB 2012: Brevity Makes Vegas Debut with New Solution](#)

Friday, April 13, 2012 - 8:02 am

[NAB 2012: Cobalt Digital Expands Product Portfolio](#)

Friday, April 13, 2012 - 8:00 am

[NAB 2012: ToolsOnAir Offers 'V Station in a Mac Mini' With just:Broadcast Suite](#)

Friday, April 13, 2012 - 8:00 am

[NAB 2012: Studer Plans Six Brand-New Product Intros](#)

Friday, April 13, 2012 - 8:00 am

[NAB 2012: ATEME To Showcase TITAN Platform, Kyron Line](#)

Friday, April 13, 2012 - 7:58 am

### SPORTSWIRE

[MLBAM's At Bat 12 App Hits First Week of Season Out of the Park](#)

Thursday, April 12, 2012 - 11:29 am

[NBC Olympics To Mix London Games with Calrec Audio Artemis Consoles](#)

Thursday, April 12, 2012 - 11:09 am

[Vizrt Drives Fox Sports Graphics During Daytona 500](#)

Thursday, April 12, 2012 - 10:45 am

### UPCOMING EVENTS



April 15, 2012, NAB Pre-Game Party



April 15, 2012, DTV Audio Production Seminar



May 23, 2012, FutureSPORT



June 6-7, 2012, College Sports Video Summit

### MICROSITE SPOTLIGHT



- AFFORDABLE • IN USE ON-AIR WORLDWIDE • FEATURE RICH
- INSTANT REPLAY OF ALL CAMERAS
- 24/7 SERVICE WITH 24/7 SUPPORT
- INTEGRATED QUAD- AND MULTI-REVIEW
- INSTANT REPLAY OF MAIN AND SUB FEEDS
- GREAT COMPATIBILITY WITH ALL DEVICES
- OPERATOR FRIENDLY AND EASY TO USE
- 24/7 SUPPORT AND SERVICE
- 24/7 SUPPORT AND SERVICE
- 24/7 SUPPORT AND SERVICE



[Click here for all sponsor microsites](#)

### SPORTS VIDEO EUROPE

"Live At Wembley" (2011).

"The SIP 2100 provides real-time 2D and 3D analysis that allows us to match color and alignment far more accurately than our eyes can perceive. It isn't just another tool in my post-production tool-belt—it is the foundation," said Bellias. Bellias will give attendees a sneak peek at what he does when editing with the SIP 2100 at 3ality Technica's booth.

NEP Broadcasting will partner with 3ality Technica at this year's show, providing a Super B unit OB truck completely outfitted with 3ality Technica systems, including the SIP and demonstrating the new software in live situations.

"2012 is coming together as a banner year for 3ality Technica, as we continue the art of perfection and efficiency in our 3D production systems," said Steve Schklair, CEO of 3ality Technica. "We are delivering some of the smartest systems the industry has known, which are being utilized by Hollywood's greatest filmmakers and the world's leading broadcasters. Our systems are setting new standards in the broadcast industry, saving on production time and cost. These are systems that will remain in a technological leadership position for many years to come. They are ahead of their time and ahead of the competition. In fact, these are systems our competition would like to be building but are only talking about."

 ShareThis

Name (required)

Email (required)

Website

Speak your mind

Spam Protection by WP-SpamFree

**Related Stories**

- March 20, 2012 -- [NAB 2012: 3ality Technica Aims to Simplify 3D Production Process](#)
- April 13, 2012 -- [NAB 2012: Adobe To Demonstrate Creative Suite 6 Production Premium](#)
- April 13, 2012 -- [NAB 2012: DiGiCo Highlights Latest Digital Broadcast Offerings](#)
- April 13, 2012 -- [NAB 2012: Stagetec Unveils NEXUS Network Interface Board](#)
- April 13, 2012 -- [NAB 2012: MultiDyne To Show SilverBACK-II](#)

[GlobeCast, ATEME To Bring London Olympics in HD to Asia](#)

*Thursday, April 12, 2012 - 10:39 am*

[Elemental Technologies To Stream Olympics Across Four Continents](#)

*Tuesday, April 10, 2012 - 10:54 am*

[Tightrope Media Systems' ZEPLAY Powers Replay for Toledo Mud Hens](#)

*Tuesday, April 10, 2012 - 10:26 am*

[Filmwerks Adjusts to Challenges, Enjoys Successful Masters](#)

*Tuesday, April 10, 2012 - 10:20 am*

[NHL Network Lights the Lamp with Comcast Media Center's Ad Distribution Network](#)

*Friday, April 6, 2012 - 10:26 am*

[Illumination Dynamics Lights the Way for Masters at Augusta National](#)

*Friday, April 6, 2012 - 10:21 am*

[Seattle Mariners' Safeco Field Going Green with Panasonic Solar Panels](#)

*Friday, April 6, 2012 - 10:05 am*

**TECHWIRE**

[IMT Provides WiFi for Washington's Renton School District](#)

*Thursday, April 12, 2012 - 11:28 am*

[XOS Digital Gears Up for Q2 Growth](#)

*Thursday, April 12, 2012 - 11:17 am*

[Avid Launches Avid Advantage](#)

*Thursday, April 12, 2012 - 11:15 am*

[EditShare Overhauls Master Control Room at the Université du Québec à Montréal](#)

*Thursday, April 12, 2012 - 11:13 am*

[Telestream Streamlines Video Encoding for Festival de Cannes](#)

*Thursday, April 12, 2012 - 11:07 am*

[Crosscreek Brings Cobalt Digital On Board for Voyager 11](#)

*Thursday, April 12, 2012 - 11:04 am*

[Shure Wireless Systems Star in Academy of Country Music Awards Show](#)

*Thursday, April 12, 2012 - 11:02 am*

[Random House, Universal Pictures Tap Aspera for High-Speed Data Transport](#)

*Thursday, April 12, 2012 - 10:57 am*

[Orad, Quantel Integrate Graphics Workflows](#)

*Thursday, April 12, 2012 - 9:22 am*



**TEAM SVG**



[Ken Kerschbaumer, Editorial Director](#)



[Andy Stout, Editorial Director, SVG Europe](#)



[Jason Dachman, Managing Editor](#)



[Brandon Costa, Associate Editor](#)



[Karen Hogan, Assistant Editor](#)



[Dan Daley, Audio Editor](#)



[Carolyn Braff, Editor at Large](#)



[Mark Schubin, Contributor](#)

**ARCHIVE**

April 2012

**M T W T F S S**

						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30						

« Mar