



INTERNATIONAL
CREATIVE
MANAGEMENT

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ICM SIGNS 3D INNOVATOR 3ALITY TECHNICA

Los Angeles, March 22, 2012 – International Creative Management (ICM), one of Hollywood’s leading talent and literary agencies, has signed 3ality Technica, the global leader in the innovation and manufacturing of stereoscopic 3D (S3D) production systems and technology. The agency will represent the company in film, television and live event production to deepen 3ality Technica’s ties in entertainment. ICM also will package the technology with the agency’s filmmakers, series creators, producers and financiers to bring 3ality Technica into projects at their creative inception.

A provider of an estimated 80% of the technology used in 3D production worldwide, 3ality Technica already has established an impressive profile within the entertainment business. Many of the most highly anticipated films of 2012 and 2013 have utilized systems created by 3ality Technica, including Peter Jackson’s *THE HOBBIT: AN UNEXPECTED JOURNEY*, Baz Luhrmann’s *THE GREAT GATSBY*, Ridley Scott’s *PROMETHEUS*, Marc Webb’s *THE AMAZING SPIDER-MAN*, Bryan Singer’s *JACK THE GIANT KILLER* and Sam Raimi’s *OZ: THE GREAT AND POWERFUL*.

3ality Technica captured the attention of audiences when U2 3D previewed at the Cannes International Film Festival in 2006 to rave reviews. It marked the company’s first theatrical film, and 3ality Technica also has been at the forefront of technology in the television, music and sports industries across the globe. 3ality Technica brought the first 3D NHL game to cable home subscribers, the first IPL cricket broadcast in 3D to theaters across India, the first over-the-air terrestrial 3D broadcast State of Origin Rugby series in Australia, the first ESPN 3D broadcast, FIFA World Cup and the first fiber-optic 3D broadcast direct to U.S. home subscribers with the Patriots vs. Giants game. The

company is noted for its image capture for music artists such as The Black Eyed Peas, Britney Spears and Kenny Chesney.

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About ICM

International Creative Management (ICM) is one of the world's largest talent and literary agencies with offices in New York, Los Angeles, and London. ICM represents creative and technical talent in the fields of motion picture, television, books, music, live performance, branded entertainment, and new media. ICM was formed in 1975 through the merger of Creative Management Associates and International Famous Agency. In 2005, the company raised equity financing from Rizvi Traverse and institutional investors to fund strategic growth, and in 2006, ICM acquired the literary agency Broder Webb Chervin Silbermann.

About 3ality Technica

Known as the company who brought the world "U2 3D" in 2007, 3ality Technica is considered the birthplace of the current 3D revolution. Headquartered in Burbank, California, 3ality Technica is the leading innovator, manufacturer, and provider of stereoscopic 3D (S3D) production systems and technology. The company's product line is comprised of both hardware and software combined to produce the most accurate and advanced image processing systems in the world. These advanced systems are widely used by leading Hollywood filmmakers, the music industry, and by major broadcasters.

2012 will see more 3ality Technica theatrical releases than any other year including the recently released "Underworld 4 Awakenings" and "The Darkest Hour." Upcoming Hollywood titles that have utilized 3ality Technica's advanced S3D image systems include "The Hobbit: An Unexpected Journey," "The Great Gatsby," "Prometheus," "The Amazing Spider-Man," "Jack the Giant Killer," and "Oz: The Great and Powerful."

Recognized as the industry leader in providing 3D production development and support on a wide array of projects, 3ality Technica is also noted for its amazingly true-to-life 3D image capture for artists such as the Black-eyed Peas, Britney Spears, and Kenny Chesney.

BSkyB, the world's leading 3D broadcaster, and the HBS feeds from the FIFA World Cup have based their live event productions on the backbone of 3ality Technica's technology. Committed to providing true and accurate 3D to the world, 3ality Technica's international list of broadcast partners includes TV Globo (Brazil), Telegenic (UK), CCTV (China), BTV (Beijing), Topvision (Germany), Sky Sports (UK), and Fuji TV (Japan). To learn more about 3ality Technica, please visit us at NAB 2012, Booth #0E1371. For meetings at NAB, please contact sales@3alitytechnica.com