



**INTERNATIONAL 3D AND ADVANCED IMAGING SOCIETY ANNOUNCES
TOP NOMINEES FOR 3D AWARDS**

SIR CHARLES WHEATSTONE AWARD TO BE PRESENTED TO PIXAR

**CENTURY AWARD TO BE PRESENTED TO STEVE SCHKLAIR AND 3ALITY
TECHNICA**

(Los Angeles, January 20, 2014) The International 3D and Advanced Imaging Society today announced its top nominated 3D movies for the 2014 Creative Arts Awards Ceremony to be held January 28th at Warner Bros. Studios.

The top live action nominees include “Gravity” (Warner Bros.), “The Great Gatsby” (Warner Bros.), “The Hobbit: Desolation of Smaug” (MGM/New Line Cinema), “Oz the Great and Powerful” (Walt Disney Pictures), and “Star Trek: Into Darkness” (Paramount Pictures).

In the animation category, the top nominees include “Frozen” (Walt Disney Animation Studios), “The Croods” (DreamWorks Animation), “Despicable Me 2” (Universal Pictures), “Monster’s University” (Walt Disney Pictures/Pixar), and “Turbo” (DreamWorks Animation).

“2013 was a year 3D’s blockbuster box office success was matched by creative and technical brilliance,” said Buzz Hays of the True Image Company and Society Awards Chairman. “The level of quality across the board is stunning,” he added.

The Society will present its gold Lumiere™ statuettes to winners in 20 categories selected by ballot from 460 of the Society’s professional voting members.

Pixar will receive the Society’s Sir Charles Wheatstone Award for creative excellence in 3D story telling.

The Society’s annual Century Award will be presented to 3ality Technica. The company’s camera systems have been behind some of this year’s biggest blockbusters including “The Hobbit: Desolation of Smaug,” “The Great Gatsby,” “Stalingrad,” and “Oz the Great and Powerful.”

“The Century Award is annually presented to those individuals and companies who have indelibly left their mark on 3D’s first century,” commented Society Awards Chairman, Buzz Hays. “From 3D movies to television, 3ality Technica and its founder Steve Schklair have been a core part of paving the way to 3D’s worldwide success,” he added.

Steve Schklair, Founder and CEO of 3ality Technica stated, “Our entire team is honored and thrilled to be recognized by the I3DAIS for the work we have done during the last 10



years. We've worked hard to develop new technologies that make 3D shooting on 2D schedules possible, and that enable great filmmakers to tell better stories while not getting encumbered in the technology."

More than 150 entries were judged by the Society's voters for this year's honors. Submissions were received from all around the world, including: the U.S., China, Japan, Korea, the U.K., Canada, Germany, France, Belgium, Italy, and Taiwan.

About The International 3D & Advanced Imaging Society:

The International 3D & Advanced Imaging Society is a community of content creators and professionals whose mission is to develop the arts and technologies of 3D, advanced imaging and its innovators, as well as educate members and consumers. With over 60 companies and 800 professional members in 20 countries, the Society is open to individuals and organizations active in moving 3D and advanced imaging to an exciting new era of creative achievement and consumer support. For more information please visit: www.International3DSociety.com.

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, providing both production services, rentals, and sales 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. Releases include *The Hobbit: Desolation of Smaug*, *The Great Gatsby*, *Jack the Giant Killer*, *Stalingrad*, *Prometheus*, and *The Amazing Spider-Man*. Upcoming Hollywood titles utilizing 3ality Technica's advanced S3D image systems include *Transformers: Age of Extinction*, *The Hobbit: There and Back Again*, *Pompeii*, and *The Legend of Hercules*. Recognized as the industry leader in providing 3D production development, and systems rentals 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, Alice Cooper, Jennifer Lopez, One Direction, Katy Perry, and Kenny Chesney. In 2012, the company participated in capturing historical and archival 3D content for the final NASA Space Shuttle Endeavor landing in conjunction with the Society of Camera Operators.

BSkyB, the world's leading 3D broadcaster bases their live event productions on the backbone of 3ality Technica's technology. Host Broadcast Systems utilized 3ality Technica3D equipment to capture and broadcast internationally live game feeds for the 2012 FIFA World Cup. 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), NEP (worldwide), and Fuji TV (Japan). To learn more about 3ality Technica, please visit us at www.3alitytechnica.com.