



Dimension 3 expo 2009: conferences contents

Tuesday, June 2nd

9.45 am / 11 am

What's new in filming techniques – Part 1

The tools used in shooting a 3D film must be adapted to the project, whether using a system based on standard digital cameras or a compact solution entirely dedicated to 3D filming. The first of this talk's two parts is devoted to technical setups using conventional cameras, as well as tools and techniques for on-site image correction.

- A view of the various systems
- What's new in stereoscopic filming?
- Experiments with 3D
- Correcting on location, in real time

Kommer Klein (Belg.) > Stereographer

Alain Derobe (Fr.) > Stereographer

Florian Maier (Germ.) > P+S Technik

Robert Hedinger (Swiss) > Swiss Rig

Frederik Zilly (Germ.) > Fraunhofer Institute

11.12 am / 12.30 pm

What's new in filming techniques – Part 2

The talk's second part is focused on cameras that were specifically designed for 3D filming. It also tackles the issues dealing with machinery and the preparation required before post-production. The specifics of filming for eventual screening in autostereoscopy will also be mentioned...

- The new generation of 3D cameras

- How to adapt equipment to the constraints of 3D
- Multi-view filming

Thierry Borel (Fr.) > Thomson Project Osiris

Yves Pupulin (Fr.) > Binocle

Jason Goodmann (USA) > 21st Century 3D

Peter Wilson (UK) > HDDC

2 pm / 3.30 pm

New 3D Screens

3D contents are making their way to various places: cinema theaters, television screens, and soon mobile device screens. This year, new autostereoscopic screens appear to be very promising, as well as holographic processes and mobile 3D technologies. We will have a look at all these new products and at all technologies that enhance the audio-visual experience.

- A recap of the current normalization issues
- 3DTV, soon on a cellphone near you?
- What types of contents?

Atanas Gotchev (Finland) > Tampere University of Technology

Chris Ward (USA) > Lightspeed Design

Ralf Tanger (Germ.) > Fraunhofer Institute

4.30 pm / 5.45 pm

Communication, advertising and 3D

The markets of communication and advertising see in 3D a way to give images a new impact, thus reaching more customers. 3D films in theaters, communication and POS digital signage with autostereoscopic screens... these are all unexplored domains, leaving much place to innovation. Now

advertisers also need to take new writing techniques into account, and develop new marketing concepts...

- Tailoring images for autostereoscopic displays
- How to promote 3D
- 3D advertising in theaters

Didier Debons (Fr.) > 3DTV Solutions

Daniel Pierret (Fr.) > DPLenticular

James Stewart (Canada) > Geneva Film

Dominique Rigaud (Fr.) > R2D1

Lionel Fages (Fr.) > Cube Creative

Gilles Marcellier (Fr.) > Alioscopy

6 pm / 6.30 pm

Master Classes

The Master classes at Dimension 3 will present the creation of a 3D program that will be screened during the Festival.

Wednesday, June 3rd

9.45 am / 11 am

2D-to-3D conversion, 3D/Multiview: what's going on?

Content conversion is a marketing opportunity to give a second life to certain 2D contents. It can also be used to solve some problems that appear during 3D shooting... Converting autostereoscopic contents for multi-view applications is among the possibilities to create programs for autostereoscopic displays, and such solutions are appearing on the market.

- What are the new and innovating conversion services?
- What is the current state of research and development?
- Automatic conversion

Neil B. Feldman (USA) > InThree

Greg Passmore (USA) > Passmorelabs

Carlos Vasquez (Canada) > Université CRC

Philippe Gerard (Fr.) > 3DLized

11.12 am / 12.30 pm

Improving a post-production workflow – Part 1 – Real-life filming

3D post-production of live images implies heavier limitations than conventional processes. For instance, it is difficult to apply special effects to 3D shots with tools that use a 2D visualization space. Conforming and calibration are different: new workflows and tools must be developed.

- 3D conforming and calibration
- Checking 3D images in post-production
- A new compositing space
- Towards parallel post-production in 2D and 3D

Vincent Maza (USA) > Avid

Patrick Palmer (All.) > Iridas

Simon Robinson (Angl.) > The Foundry,

Daniel Esperanssa (USA) > Assimilate

2 pm / 3.30 pm

Improving a 3D animation workflow – Part 2 – CGI

Creating 3D contents using CGI requires either adapting existing tools or developing new ones. Development delays must be optimized in order to guarantee technological and economical efficiency. Filming methods and rules must also be rewritten...

- How to visualize 3D images

- Real-time 3D engines
- Optimizing the creation chain
- Adapting 3D to different screens

Alexander Lentjes (UK) > 3D Revolution

Cyril Corvasier (Fr.) > Mercenaries Engineering

Pierre Augeard (Fr.) > Delacave

Marc Miance (Fr.) > Attitude Studio

Christophe Archambault (Fr.) > Teamto

4.30 pm / 5.45 pm

3D: from multi-camera filming to screening

Sporting events but also live music shows are development opportunities for 3D content production. Such programs can be screened in theaters or in any entertainment venue. Does filming events require compromises in terms of staging and technologies? What opportunities do these programs offer in terms of home 3D?

- What tools are suited to multi-camera filming?
- What are the filming limitations?
- Upcoming events in 3D
- Experience feedback
- Transmission and contribution links

Olivier Milliez-Lacroix (Fr) > Eutelsat

James Gant (Angl.) > Inition

Nicolas Routhier (Canada) > Sensio

Brian Lenz (Angl.) > BskyB

Philippe Delbary (Fr.) > Orange

6 pm / 6.30 pm

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Thursday, June 4th

9.45 am / 11 am

New images at the service of entertainment and museography

3D, augmented reality and virtual reality are used in interactive spaces, museums and theme parks. Originally used in science, 3D applications are adapted to the entertainment market. What are the next opportunities for these applications? What contents will be the next to enter the field of entertainment (Imax, 4D...)?

- 3D and virtual reality
- Large format production
- Towards new museographic installations

Josef Kluger (All.) > Kuk Film production

Esther Schärer (CH) > Biorium

Yannick Violin (Fr.) > Nayade

Phil Streater (All.) > PLS

11.12 am / 12.30 pm

Towards 3D Home Cinema

While some 3D contents are conquering theaters, others are making their way to homes. Two main channels exist: 3D Blu-Ray and IP distribution. For 3D on recorded media, the industry and the main film studios have announced the possibility of rapid development on this new market. Yet some questions remain regarding standardization. IP distribution has the edge in terms of deployment speed... but the offers and business models must still be defined: satellite, IP, VOD?

- What distribution channels for 3D contents?
- Should there be a Home 3D standard?
- The European market perspectives

Luc St Elie (Fr.) > Panasonic

Guido Voltolina (Etats-Unis) > Dolby

Nicolas Routhier(Canada) > Sensio

Angelo d'Alessio (Italy) > SMPTE

Svend B Sorensen (Sweden) > Color Code

2 pm / 3.30 pm

Assessment and perspectives for 3D in theaters

Theaters remain the most visible medium for 3D productions. More and more films are being released in 3D: how does this situation fit into the European exploitation landscape? What are the current trends, the new markets and the first experiences? The world of advertising is very interested in 3D venues: what are the short- and medium-term perspectives?

- Can 3D masters be standardized?
- Towards a glasses war?
- What alternative contents for cinema theaters?
- Subtitles and 3D

Doremi Cinéma (Fr.) > Patrick Zuccheta

Tommaso Vergallo (Fr.) > Digimage Cinema

Pascal Gervais (Fr.) > Christie

Julian Stanford (UK) > Imax

Ami Dror (Slov.) > Xpand

4.30 pm / 5.45 pm

The new markets of 3D video games

In order to ensure the best gaming experience on their PC, today's gamers must invest in adequate cards, screens and peripherals. How will console makers position themselves on the market of 3D? What is the added value of 3D, and what games are available? On this occasion, Neil Schneider – president of MTBS, the largest website dedicated to 3D gaming – will present the initiative U-DECIDE, a survey analyzing gamers' behavior and expectations regarding 3D environments.

- What makes a good 3D game?
- What equipment is required?
- The future of development

MTBS (Canada) > Neil Schneider

David Cole (USA) > Next 3D

Jon Peddie (USA) > Jon Peddie Research

David Chechelashvili (USA) > Iz3D

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