

3D cinema is all around us

Stereoscopic displays – 3D – are one of the hottest topics in the digital cinema industry world at the moment, and three sessions at IBC today are dedicated to it. You can debate the issues, hear from one of the world's leading practitioners, and then get a chance to enjoy some of the finest contemporary 3D content.

This afternoon at 15.15, in room L, there is a free workshop, produced in association with the European Digital Cinema Forum and SMPTE. It is aimed at providing a thorough briefing on the subject, giving delegates the essential information to understand the technology of stereoscopy and the techniques of post production in 3D.

Panelists include representatives from Hollywood as well as their technology suppliers, so a rounded view of the issues will be aired, on a subject likely to be critical to the continuing commercial rollout of d-cinema.

At 18.30 is a rare chance to hear one of Hollywood's top directors, Robert Zemeckis, talking about how technology helps him tell better stories. The session is in the IBC Big Screen, so he will be demonstrating as well as talking.

Zemeckis has a great reputation for adopting the latest in technologies. *Forrest Gump* would

not be the same if he did not shake hands with President Johnson; *Who Framed Roger Rabbit* depends on the romantic and comedy interplay between the animated Jessica ("I'm not bad... I'm just drawn that way") and the all-too-real Bob Hoskins.

In 2004's *The Polar Express* Zemeckis created a magical realist fantasy using animation driven by motion capture. He is currently completing post-production on *Beowulf*, a realisation of the 900 year old epic poem using all the technology that the digital era can muster. Both of these movies were created in 3D.

Robert Zemeckis will be in conversation with Elizabeth Daley, dean of the USC School of Cinematic Arts. It is a rare opportunity to hear one of the masters of Hollywood talking about his use of digital technology and see examples of his work on a very big screen using the absolute state of the art in 3D digital projection and surround sound.

Following the Zemeckis interview, the evening rounds off with the chance to enjoy an exclusive preview of *U2-3D*, a new stereoscopic production of the Irish rockers in concert.

Seats at all of these events are free, but are sure to be in huge demand. Grab your seat early.