



www.3dmedia2010.com

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Palais des Congrès
Cinéma Sauvenière
LIEGE

**THE EUROPEAN 3D STEREO SUMMIT FOR SCIENCE,
TECHNOLOGY, AND DIGITAL ART**

PRESS KIT

(Press conference 1 December 2010)

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1. PRESENTATION

INTRODUCTION

The e-mage technology cluster and the University of Liège (ULg) are the initiators of the series of events called 3D Stereo MEDIA, the first of which took place in December 2009. This year, 3D Stereo MEDIA is co-organized by the e-mage technology cluster, the University of Liège, and TWIST (Walloon Technologies for Image, Sound and Text). Since this year, the 3D Stereo MEDIA event is also called « The European 3D-Stereo Summit for Science, Technology, and Digital Arts ». This name suggests, among other things, that the event views as equally important the scientific, technological, and artistic aspects of 3D. The name « 3D » is used in a very wide sense to designate, not only stereoscopic 3D, but also advanced techniques such as digital video holography. In addition, this year, several partners, including the ULg and TWIST, have founded an Association that is in charge, among others, of the organization of 3D Stereo MEDIA 2010; it is called « Image&3D Europe ASBL, » where « ABSL » stands for non-profit organization.

3D Stereo MEDIA 2010 comprises eight components:

1. Conference
2. (3D) Film Festival
3. Exhibition
4. Scientific posters
5. Technology demonstrations
6. Training
7. Workshops
8. 3D screenings

Most of these activities will take place at the Convention Center (« Palais des Congrès ») of Liège from 8 to 10 December. The (3D) Film Festival will take place at the cinema Sauvenière on 8 and 9 December. The Training session will take place at the Convention Center on 6 and 7 December.

Ben Stassen is the president of honor of the 3D Film Festival of 3D Stereo MEDIA 2010. His biography can be found below. Ben Stassen is, among other things, the producer and director of the first feature movie in 3D stereo that was specifically designed for 3D viewing, i.e. « Fly Me to the Moon. » His second feature movie, « Sammy's Adventures » (initially called « Around the World in 50 Years »), came out this year and is enjoying a significant success.

The organizers - and key actors (« kingpins ») - of 3D Stereo MEDIA are, just as last year:

- **Prof. Jacques Verly**, from the University of Liège, Department of Electrical Engineering and Computer Science, Laboratory for Signal and Image Exploitation (INTELSIG),
- **Mr Pierre Collin**, from Buena Onda Pictures, and
- **Mr Alain Gallez** from Eventis.

The European 3D Stereo Summit for Science, Technology, and Digital Art
**ONE OF THE COMPONENTS OF 3D STEREO MEDIA:
3D FILM FESTIVAL – SECOND EDITION**

The production of 3D movies continues its explosive growth. The wait for, and then the release and « stellar » success of « Avatar », by James Cameron, have contributed to make 3D a major issue and a powerful driving force in digital cinema (and soon in broadcast).

It is in the context of this « boiling » environment that 3D Stereo MEDIA organizes its (3D) Film Festival, now in its second edition, just as the whole event is in. Producers and directors coming from 15 countries from all over the world have submitted to the organizers more than 50 movies, each falling in one of the following three categories:

- Feature movie;
- Short movie (less than 40 minutes);
- Alternative content (concert, sport, commercials, documentary,...).

The movies submitted to the Film Festival show the wide variety and dynamism of the current 3D-movie industry.

The organizers have preselected several movies in each of the three categories above. The preselected movies will be submitted to a competition specific to each category. These nominated movies will be evaluated, within each category, by an international jury, presided by Ben Stassen. The winner in each category will receive an award. In addition, during the Evening of the « 3Dvores » on 7 December (more on this below), the public present in the movie theater (Cinema Sauvenière in Liège) will have a chance to vote for their favorite movie (short movie or alternative content). This will lead to a fourth award, i.e. to the Award of the Public. In conclusion, a total of four prizes will be awarded.

Each of the four winners will receive an award consisting of a « Perron of Crystal, » which is a crystal « pyramid » specially made for the Film Festival of 3D Stereo MEDIA by the designer Eric Delvaux at the world-renowned crystal works of Val Saint-Lambert of Liège.

Please, note that the « *Soirée des 3Dvores* » should probably be translated in English by « *Evening of the 3Deaters* »...



The professionals attending 3D Stereo MEDIA will have a chance to see all of the movies submitted to the Film Festival, at the Convention Center (« Palais des Congrès »), in the second auditorium (also equipped for 3D projection), during the three days of the event, i.e. from 8 to 10 December.

The public is invited to participate to the « Evening of the 3Deaters, » which will take place at the Cinema Sauvenière in Downtown Liège, on Wednesday 8 December, from 8:00 PM to midnight. As the name indicates, this evening, fully in stereoscopic 3D, will offer an anthology of 3D movies of various styles. As indicated above, the public present will have a chance to vote for « its » best movie, leading to the « Award of the Public».

Winners of the Film Festival of 3D Stereo MEDIA 2009



THE

The European 3D Stereo Summit for Science, Technology, and Digital Art
**SEVEN OTHER COMPONENTS OF 3D STEREO MEDIA,
CONCERNING SCIENCE, TECHNOLOGY, AND ART**

In addition to its Film Festival, 3D Stereo MEDIA comprises seven other components, concerning several aspects of science, technology, and art. This part of the event will take place at the Convention Center (« Palais des Congrès ») of Liège, mainly on 8-10 December (with one exception noted below). These seven components are as follows.

1. A **Conference** consisting of isolated presentations, sessions of presentations on similar topics, and panels of discussion, generally on hot, controversial topics! The topics of the Conference can be viewed as covering the three following broad areas: (1) cinema and broadcast; (2) industry, engineering, design, science, medicine, defense, and, very generally, R&D; (3) communication, education, and entertainment. The conference should appeal to scientists, engineers, artists, communicators, producers, and businessmen. The conference will take place in an auditorium (of 500 seats) specially equipped in 3D projection for this occasion. Presentations will be in English or French, and simultaneous translation will be provided in both directions. The complete list of speakers is found below, together with a simplified version of the program. We count about 80 speakers from 18 countries. Several 3D contents, including movie clips, will be shown as part of the Conference.
2. An **Exhibition** fully dedicated to stereoscopic 3D and more will be the rallying point of the event. This year, we have doubled the space occupied last year. The Exhibition now spreads over the two floors of the Convention Center, over about 4,000 square-meters. The complete list of exhibitors is found elsewhere. We count about 40 exhibitors from 10 countries.
3. A set of **Scientific Posters** allows one to discuss a variety of specialized topics in great depth and in a one-to-one interaction with interested listeners. This should be contrasted with the Conference, where the presentations should remain brief and understandable by all, while still addressing the state-of-the-art. The posters are our mechanisms for making a part of 3D Stereo MEDIA similar to the major, traditional scientific and engineering conferences. Prizes for the best posters will be awarded at the same time as the prizes for the best 3D movies submitted to the Film Festival.
4. Several major **Technology Demonstrations** will be shown throughout the event. The first will show multiview capture and automultiscopic (aka « autostereoscopic ») display, featuring a camera with 8 objectives! This prefigures the television of the future, including 3D without glasses. The second demo will be a series of live 3D transmissions from a Steadicam in three locations in Liège, via a sophisticated transmission chain including a satellite link. The third is a unique 3D autostereoscopic videoconferencing system that also preserves the eye contact. The fourth is a « telepresentation » by a speaker located in New York in the USA. A 3D video of the presenter will be shown in 3D live (via satellite) on the 9-m wide screen of the auditorium and the speaker will drive a presentation from New York via the internet! Additional details are found below.
5. A **Training** session in stereography and 3D-movie making is also offered. This session is scheduled for 6-7 December, thus just before the main part of 3D Stereo MEDIA on 8-10 December. The training program consists of lectures by international experts. Simultaneous translation into French and English is provided.
6. Several **Workshops** are offered in a specially-dedicated room, equipped with 3D projection. In this room, companies and other institutions can describe their products, services, and results in greater depth, by slices of up to one hour each.

7. The **Screening** of all 3D movies submitted to the Film Festival, whether for competition or not, will be shown in a second room (of 250 seats) of the Convention Center, also equipped for 3D projection. The movies are all in 3D stereo and will be shown in a loop. Anyone will be able to enjoy these movies at any time during the duration of 3D Stereo MEDIA.

In collaboration with 3DTV Solutions, the University of Reims Champagne-Ardenne and RTBF studio capture, installed in the exhibition, a camera equipped with 8 objectives, who will record and broadcast a live action with animation overlay virtual sets self-stereoscopy. These images will be broadcast on auto-stereoscopic screens (glasses-free TV!). Also located in the exhibition area.

The Fraunhofer Institute HHI will present in its booth the "Virtual Eye Contact Engine", innovative technology that foreshadows future videoconferences in relief without glasses and helps preserve eye contact between remote partners.

Alioscopy, a true pioneer in the field, will show autostereoscopic images that you have seen anywhere else! Alioscopy may go so far as doing recordings during the event.

A gallery will feature autostereoscopic screens of different brands side by side for a comparison in our unique "**Auto Show**"!

3D live recordings will be performed in several locations in Liège: The Holiday-Season Village, "SOS Planet" exhibition, Pôle Image Liège. These recordings will be broadcast live via satellite and in relief in the large conference room of the Convention Center with the technical support of several partners: RTBF, Eutelsat Transvideo, P+S Technik.

A 3D sound installation 13.1 will be installed in the conference room of the Convention Center by the company Galaxy studios. This facility provides a true "relief" for relief images.

A live 3D tele-presentation will be made by a speaker who will give his presentation from New York, USA, with the help of the American All-Mobile Video and Eutelsat, which provides transatlantic satellite link. The speaker's image will appear in 3D on the 9-m wide screen of the auditorium at the Convention Center of Liège!

AWARDS CEREMONY

Besides the prize of the Film Festival, 3D Stereo MEDIA will give the award for best scientific poster and the AWEX award, rewarding the work of a Walloon company that has shown a special talent in the field of 3D technology. The ceremony will be jointly organized with the Film Festival award ceremony, on Thursday, 9 December at 8:00 PM at the Cinema Sauvenière in Downtown Liège.

2. THE OBJECTIVES

With the release of « Avatar » about one year ago and the many advertisements for the 3D TVs that are about to invade our homes, the general public has become aware of the importance of 3D technology, in particular of stereoscopic 3D, which has a powerful capacity of immersion for the observer, which is well experienced by most 3D-movie goers.

But 3D-stereo cinema is only the tip of the iceberg of 3D! There are, in fact, many other applications of 3D, and the techniques that are brought to bear can be very sophisticated. Without surprise, most people, including many professionals active in 3D, are totally unaware of this submerged part of the iceberg... and this is a state of affair that 3D Stereo MEDIA wishes to correct!

To structure their thinking, as well as the structure of 3D Stereo MEDIA, the organizers have found useful to divide the entire 3D eco-system into three main areas (already stated above):

1. Cinema and broadcast;
2. Industry, engineering, design, science, medicine, defense, and, in a general way, R&D;
3. Communication, education, and entertainment.

A key feature of the general domain of 3D is that it is multidisciplinary. For some applications, this domain is also the « forced » meeting point of scientists, engineers, and artists (hence the name « The 3D-Stereo Summit for Science, Technology, and Digital Art »). Of course, 3D is a major source of business opportunities, some of which have not yet seen the light of day.

3D Stereo MEDIA is an international event and it wishes to be known worldwide for its concern of covering the various aspects of 3D in the most balanced way possible.

It is obvious that the (3D) **Film Festival** emphasizes artistic « results » (i.e. productions). It should, however, be clear that these results, often quite remarkable, are made possible only thanks to some significant R&D and quite sophisticated equipments, the whole thing being guided by a precise knowledge of Vision Science.

All the scientific, technical, and artistic aspects are covered by the numerous presentations and discussions in the Conference. The various details, especially scientific and technical, are covered by the Scientific Posters. The **Technology Demonstrations** are intended for identifying technical challenges and for finding players ready to take them up! The Training (to stereography, which is at the basis of any production of 3D-stereo content) and the **Workshops** allow one to discover very specific subjects, sometimes with a commercial flavor (equipments, software, services,...). Obviously, the **Exhibit** allows one to see and « touch » the equipments, and speak with the representatives of the companies that are present.

The important futuristic aspects of 3D as well as the scientific and technical details of the domain fully justify, just by themselves, the implication of a university in the organization of an event such as 3D Stereo MEDIA. Moreover, it is safe to say that 3D Stereo MEDIA is, worldwide, the only major event that is fully dedicated to 3D and supported in a big way by a major university.

One of the objectives of the organizers of 3D Stereo MEDIA is to continue to bring to the participants, in the course of the coming years, the latest scientific, technical, and artistic developments in the field of (stereoscopic, holographic, integral,...) 3D, and to make of the (3D) Film Festival of 3D Stereo MEDIA the 3D film festival of reference in Europe and beyond.

WHO IS LIKELY TO BE INTERESTED IN 3D STEREO MEDIA?

An event for professionals:

- The actors in the film production chain: writers, directors, stage technicians, distributors, cinema operators, ...
- Manufacturers of capture equipment, mass storage, projection, visualization, ...
- The actors in the communication media, communication agencies and advertising, XXX parks and attractions, event organizers, ...
- The inventors and developers of scientific and technical applications;
- The general and specialized press.

Once more, this coming December, **Liège** will be the place to be for all those involved in this new image revolution and for those who want to get the best to develop their professional activities.

3. INITIATORS & PARTNERS

DECISIVE PARTNERS

To accomplish this event, a large number of Belgian and European (and beyond) companies are supporting us, as well as governments (Walloon regional government,...), the University of Liège and the TWIST cluster.

Listed below are some of the companies that are going to mobilize their high technology:

Belgium: XDC SA, nWave Pictures, Buena Onda Pictures, RTBF, Barco Galaxy Studios

France: Alioscopy, 3DTV Solutions, University of Reims Champagne-Ardenne, Transvideo, Eutelsat

Slovenia & USA: XpanD

Canada: Spatial View

USA: All-Mobile Video

Public support:

- Ministry of Economy, SMEs, Trade and New Technologies;
- Ministry of Scientific Research;
- Ministry of Culture, Audiovisual, Health and Equal Opportunities
- Walloon Export and Foreign Investment Agency.

BELGIUM: ONE OF THE EUROPEAN LEADERS IN DIGITAL 3D

Initiators and partners of 3D Stereo MEDIA 2010 are convinced that the revolution linked to the stereoscopic image has to encourage businesses, training centers, artists, media, etc. to come to our region to seize new opportunities in 3D-stereo.

Our region has long been a network of well-known companies in the field of 3D: XDC (European leader in 2D and 3D digital cinema installation), nWave Pictures (world leader in production and distribution of 3D content, co-founded by world famous director Ben Stassen), intoPIX (contributor to the implementation of JPEG 2000 image compression), Barco (one of the three major global manufacturers of 3D projectors and various means of display), etc.

A WORD ON THE INITIATORS: E-MAGE TECHNOLOGY CLUSTER, UNIVERSITY OF LIEGE AND TWIST CLUSTER

The e-mage technology cluster promotes the development of all areas related to **digital imaging**, including the acquisition, processing, synthesis, broadcasting, and visualization of all types of images and video streams, as well as signals and information channels, such as sound, graphics and text.

The University of Liège, and in particular its Laboratory for the Exploitation of Signals and Images (INTELSIG Laboratory), under the direction of Professors Jean-Jacques Embrechts, Justus Piat, Marc Van Droogenbroeck, and Jacques Verly. The former is the initiator of the event and is active in the field of 3D for over 25 years. He has led many research projects on image and sound processing in 2D and 3D.

TWIST brings together all the actors of digital image, sound and text technologies, based in the Walloon region of Belgium, and also beyond its borders in order to foster business partnerships and R & D, and promote technological excellence.

3D STEREO MEDIA: A STRUCTURE FOR THE FUTURE

The Image&3D Europe association was established in August 2010 to ensure the sustainability of the organization of 3D Stereo MEDIA.

The association is chaired by the Vice-Rector of the University of Liège, Albert Corhay. Its founding members are:

- **The University of Liège**
- **The University Hospital of Liège**
- **RTBF**
- **Technifutur**
- **The Cluster TWIST**
- **Digital Graphics**
- **Victor Studio**
- **Virtualis**
- **Buena Onda Pictures**
- **Eventis**

4. PROGRAM (Film Festival and Conference)

FILMS IN COMPETITION (Feature Films)



IRON DOORS 3D (Germany)

Director: Stephen Manuel

Producteur : Stephen Manuel

Length : 80min

Language: English

An investment Banker wakes up in a mysterious locked vault and must escape before he dies of dehydration. His only companions are a locked steel cabinet, a swarm of flies, and a dead rat.



AMPHIBIOUS (Netherlands-Belgium)

Director: Brian Yuzna

Producteur : San Fu Maltha

Length : 80min

Language: English

A marine research expedition gets in the dark waters of the exotic sea around Sumatra when the crew faces a supernatural sea monster from prehistoric times.



LA TROPA DE TRAPO : EL PAIS DONDE SIEMPRE BRILLA EL SOL

(Spain)

Réalisateur : Alex Colls

Producteur : Chelo Loureiro

Durée : 76min

Language: Spanish / English subtitles

Little cow Mumu will live through an adventure filled with action, suspense and FUN. Her enormous desire to become a star leads her to an unbelievable situation, where she is freed thanks to the teamwork and genius of the friends...

FILMS IN COMPETITION
(Short films)



KAELOO, SI ON JOUAIT A LA QUETE DE GREUL! (France-Belgium)

Director : Rémi Chapotot et Antoine Rota

Producer : Lionel Fagis, Majid Loukil, Bruno Le Levier

Length : 7min

Language : French

Kaeloo, a nice little frog and his two friends live in a wonderful world, spending most of their time playing like kids. Unfortunately, Mister Cat, an old cruel tomcat, tries to make a hash of the three friends' games.



LES METIERS (France)

Director : SupamonkS

Producer : Pierre de Cabissole

Length : 4min

Language : French

« And what does your Daddy do ? » The educational and entertaining « Jobs » series offers a child's-eye view of today's careers and could help children discover a future job vocation.



ELEPHANTS DREAM (Netherlands)

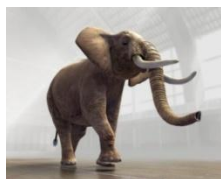
Director : Bassam Kurdali

Producer : Ton Roosendaal

Length : 11 min

Language : English

Elephants Dream is the story of two strange characters exploring a capricious and seemingly infinite machine.



7 TONNES 3 (France)

Director : Nicolas Deveaux

Producer : Lionel Fagis, Majid Loukil, Bruno Le Levier

Length : 3min

An elephant practicing trampoline...



FEU INTERIEUR (France)

Director : Céline Tricart

Producer : Yves Pupulin

Length : 3min30

Language : French

In a freezed world with no life, a young girl tries to survive and writes...



The European 3D Stereo Summit for Science, Technology, and Digital Art

COMING HOME (United Kingdom)

Director : Rahela Jagric

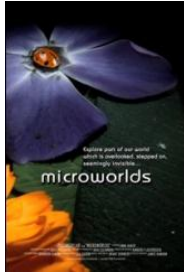
Producer : Trevor Hearing

Length : 15min50

Language : English

Lena has been forced to move home, forced to leave everything she loves behind. Her life has been turned upside down. She has arrived in an idyllic country cottage surrounded by vast crop fields...

**FILMS IN COMPETITION
(Alternative Content)**



MICROWORLDS (USA)

Director : Greg Passmore

Producer : Ariela Stern

Length : 10min

Language : English

MicroWorlds is a live-action 3D educational science film that explores the world of life that goes on, unseen, all around us.



DISTANT THUNDER (United Kingdom)

Director : Victoria Stone et Mark Deeble

Producer : Deeble and Stone, Inition

Length : 11min

Language : English

On the African plains, an old female elephant is the matriarch - leader of her herd. The lives of the elephants she watches over are entwined with those of a cast of other animals.



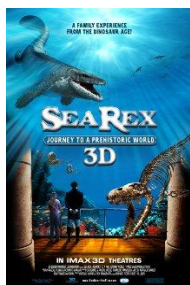
VAMPIRE WEEKEND LIVE IN TURIN (United Kingdom-Italy)

Producer : Vicki Betihavas

Length : 10min

Language : English

Nineteen Fifteen were brought in by MTV to oversee the production of their first ever 3D shoot. Under the guidance of Vicki B, the Vampire Weekend boys rocked an intimate venue in the city of Turin.



OCEANOSAURES 3D : VOYAGE AU TEMPS DES DINOSAURES (France)

Director : Pascal Vuong et Ronan Chapalain

Producer : Catherine et Pascal Vuong, François Mantello

Length : 41min

Language : English

Experience in 3D a wondrous adventure from the dinosaur age with "Sea Rex: Journey to a Prehistoric World.



CONNECT TO HK NATURE (China)

Director : Li Cheuk Fai

Producer : Percy Fung

Length : 3min

Language : Cantonese / English subtitles

The 3D movie 'Connect to Hong Kong Nature' highlights some of the many species found in Hong Kong's wetland environment.



UNE NUIT AU CIRQUE (France)

Director : Olivier Kauffer et Fabien Rembliez

Producer : Laurent Belleteste

Length : 114 min

Language : French

The circus like you've never seen it : 120 minutes of magic, emotion and shiver in 3D-relief. In the middle of France biggest circus festival, under the lead of Francesco Bouglione.

THE EVENING OF THE "3DVORES"

Accessible to the general audience on Wednesday, 8 December at the "Cinema Sauvenière" in Downtown Liège, the evening is going to impress all the fans of the third dimension. Three and a half hours of content in relief for everyone's taste!

8:00 p.m. to 9:30 p.m. **Screening of several short films in 3D of different types (documentaries, concerts, sports, pubs, ...)**

You'll also have the opportunity to participate in the Vote of the P for the best short film in competition at the 3D Film Festival.

9:30 p.m. to 10:00 p.m. **Intermission at the Brasserie Sauvenière**

22:00 - 24:00 **"A Night at the Circus 3D" by Oliver Kauffer and Fabien Rambier**

Reservations required at the Cinema Sauvenière (+32 (0)4 222 27 78) from 30 November, 2010. Information at the reception.

3D MEDIA
Festival du Film en relief

PARTICIPEZ À LA SOIRÉE DES 3DVORES !
mercredi **8 décembre** 2010

Liège, Cinéma Sauvenière de 20h à 24h

Courts métrages en compétition du Festival, documentaires, pubs, concerts, sports, grand film.

UNE SOIRÉE TOUT EN RELIEF POUR LES FANS DE LA TROISIÈME DIMENSION

Les participants voteront pour le prix du public du meilleur court métrage.

Renseignements et préventes : www.3dmedia2010.com/fr



CONFERENCE PROGRAM

Preliminary Program

All sessions feature simultaneous translations into French and English.
However, translations will likely be stopped during 3D projections!

DAY I – Wednesday, 8 December 2010

- 09:30 - 17:00 **Welcome and registration**
- 10:30 – 10:35 **Welcome address & overview of event**
-Jacques G. Verly (University of Liège, Belgium)
- 10:35 – 10:45 **A quick guided tour of the City of Liège ... in 3D, of course!**
-Jacques G. Verly (University of Liège, Belgium)
- 10:45 – 10:55 **Introductory, experimental 3D movie: “The 2010 Funfair of Liège, Belgium”**
-Claude Oury (CRIG, Belgium)
- 10:50 – 12:00 **Session I-1: Roll-out statistics and financial aspects of 3D digital cinema and 3D TV**
-Chairs: Charlotte Jones (Screen Digest, UK), Pierre Collin (TWIST, Belgium)
-Charlotte Jones (Screen Digest, UK)
-Oleg Berezin (Nevafilm, Russia)
-Michael Karagosian (MKPE Consulting LLC, USA)
-Rick Dean (3D@Home Consortium, THX, USA)
-Bernard Collard (XpanD, Slovenia)
- 12:00 – 12h20 **Session I-2 (Panel): Status, outlook, and financing of 3D movie production in Europe**
-Moderator: Pierre Collin (TWIST, Belgium)
-Thierry Baujard (Peacefulfish, Germany)
-Dominique Rigaud (UP3D, France)
-Ben Stassen (nWave Pictures, Belgium)
- 12:20 – 13:25 **Lunch , posters, exhibit**
- 13:25 – 14:50 **Session I-3: Stereopsis and stereoscopy: Insights from Vision Science**
-Chairs: Simon Watt (Bangor University, Wales), Jacques G. Verly (University of Liège, Belgium)
-Simon Watt (Bangor University, Wales)
-Jenny Read (Newcastle University, UK)
-Julie M. Harris (University of St. Andrews, Scotland)
-David Hoffman (University of California at Berkeley, and MediaTek, USA)

- 14:50 – 15:25 **Session I-4 (Panel): From 3D excitement, disappointment, and “headaches” (of all sorts ...) to 3D nirvana: How should stereoscopic 3D content producers and exhibitors cope with the broad “bell-curve” distributions of human stereoscopic perception and of spectator experience and expectation in homes and cinemas?**
-Moderators: Michael Karagosian (MKPE Consulting LLC, USA), Simon Watt (Bangor University, UK),
-Neil Feldman (In-Three, newly acquired by Digital Domain, USA)
-Dominique Rigaud (UP3D, France)
-Ben Stassen (nWave Pictures, Belgium)
-Wilfried Van Baelen (Galaxy Studios, Belgium)
-Simon Watt (Bangor University, Wales)
- 15:25 – 15:50 **Photonics and its growing, overwhelming importance in imaging**
-Hugo Thienpont (Vrije Universiteit Brussel, Belgium)
- 15:50 - 16:30 **Coffee break, posters (with authors present), exhibit**
- 16:30 - 16:40 **Description of the live 3D transmission chain from a steadicam in Liège to the Convention Center of Liège via terrestrial and satellite radio links**
-Jacques G. Verly (University of Liège, Belgium)
- 16:40 - 17:00 **Steadicam demo #1: Live 3D transmission from “Holiday-Season Village” (“Village de Noël”) in Liège (via terrestrial and satellite radio links)**
-Jacques G. Verly (University of Liège, Belgium)
- 17:00 – 18:10 **Session I-5: Acquisition of real 3D stereo and multiview images (Cameras and rigs): Principles, technologies, and products**
-Chairs: Jason Goodman (21st Century 3D, USA), Kommer Kleijn SBC (Stereographer, Belgium)
-Amandine Guissart, Laurent Wéra (University of Liège, Belgium)
-Jason Goodman (21st Century 3D, USA)
-Yves Pupulin (Binocle, France)
-Alain Derobe (Stereographer, France)
-Jacques Delacoux (Transvidéo, France)
-Kommer Kleijn SBC (Stereographer, Belgium)
-Laurent Lucas (Université de Reims Champagne-Ardennes, France)
-Gilles Marcellier (Alioscopy, France)
- 18:10 **End of conference for DAY I**
Dinner on your own

Optional evening at “Cinema Sauvenière” in Liège

(Advance reservation with a single ticket covering all movies below. Limited to 200 persons.)

- 20:00 – 21:30 **Screening of several short 3D movies of miscellaneous styles (documentaries, concerts, sports, publicity spots, ...)**
- 21:30 – 22:00 **No-host food and drinks in bar/restaurant of movie theater**
- 22:00 – 24:00 **Screening of feature 3D movie « Une nuit au cirque 3D »**
DAY II – Thursday, 9 December 2010

- 08:45 - 09:15 **Session II-1: Creation of synthetic 3D models & scenes, and computer graphics imaging (CGI) for 3D movie making: Principles, techniques, tools, and products**
-Chair: Philippe Bekaert (University of Hasselt, Belgium)
-Philip Dutré (K.U.Leuven, Belgium)
-Joëlle Tilmanne (University of Mons, Belgium)
- 09:15 - 10:00 **Session II-2: Visualization of 3D stereo and multiview images: Principles, technologies, and products**
-Chair: Jacques G. Verly (University of Liège, Belgium)
-Alain Rémond (XpanD, France)
-Michael Karagosian (MKPE Consulting LLC, USA)
-DDDaniel Pierret (DPLenticular, Ireland)
-Gilles Marcellier (Alioscopy, France)
- 10:00 – 10:30 **Session II-3: 3D range cameras, their joint use with video cameras, and some of their applications**
-Chair: Jacques G. Verly (University of Liège, Belgium)
-Yvon Renotte (University of Liège, Belgium)
-Ralf Tanger (Fraunhofer Heinrich-Hertz Institute, Germany)
- 10:30 - 11:00 **Coffee break, posters (with authors present), exhibit**
- 11:00 - 11:05 **Brief description of the live 3D transmission chain from a steadicam in Liège to the Convention Center of Liège via terrestrial and satellite radio links**
-Jacques G. Verly (University of Liège, Belgium)
- 11:05 - 11:25 **Steadicam demo #2: Live 3D transmission from “SOS Planet Exhibit” in Liège (via terrestrial and satellite radio links)**
-Jacques G. Verly (University of Liège, Belgium)
- 11:25 - 12:00 **Session II-4: Large-scale 3D visualization centers**
-Chair: Jacques G. Verly (University of Liège, Belgium)
-JoAnn Kuchera (University of California at Santa Barbara, USA)
-Jacques G. Verly (University of Liège, Belgium)
- 12:00 - 12:15 **Description of the unique Auro-3D 11.1 audio system equipping the 500-seat conference room**
-Wilfried Van Baelen (Galaxy Studios, Belgium)
- 12:15 - 13:15 **Lunch, posters, exhibit**
- 12:15 – 13:15 **During lunch: Details and demonstrations of the unique Auro-3D 11.1 audio system equipping the 500-seat conference room**
-Wilfried Van Baelen (Galaxy Studios, Belgium)
- 13:15- 14:20 **Session II-5: 2D-to-3D conversion (“Dimensionalization”) and beyond**

-Chairs: Neil Feldman (In-Three, newly acquired by Digital Domain, USA), Benoît Michel (Stereoscopynews, Belgium)

-Benoît Michel (Stereoscopynews, Belgium)

-Neil Feldman (In-Three, newly acquired by Digital Domain, USA)

-Jagan Mohan (Trikona Technologies, India)

-Marc Umé (Digital Graphics, Belgium)

-Ralf Tanger (Fraunhofer Heinrich-Hertz Institute, Germany)

14:20 – 15:45 **Session II-6: Applications of 3D stereo to industry, engineering, design, defense, R&D, etc**

-Chairs: Georges Nikolaidis (Technifutur, Belgium), Jacques G. Verly (University of Liège, Belgium)

-Coralie Cauwerts (Université catholique de Louvain, Belgium)

-Ingo Feldmann (Fraunhofer Heinrich-Hertz Institute, Germany)

-Sammy Rogmans (University of Hasselt, Belgium)

-John Kua (University of California at Berkeley, USA)

-Laurent Lucas (Université de Reims Champagne-Ardenne, France)

-Anne-Lise Poplavsky (STAR-APIC, Belgium)

-Christophe Waucquez (ANSYS, Belgium)

-Jacques G. Verly (University of Liège, Belgium)

15:45 - 16:15 **Coffee break, posters (with authors present), exhibit**

16:15 - 17:15 **Session II-7: 3D audio and its joint use with 3D video**

-Chairs: Wilfried Van Baelen (Galaxy Studios, Belgium), Cédric André (University of Liège, Belgium)

-Etienne Corteel (Sonic Emotion, Switzerland),

-Brian F. G. Katz (LIMSI-CNRS, France)

-Frank Melchior (IOSONO, Germany)

-Rob Oldfield (University of Salford, UK)

-Ivan Tashev (Microsoft Research, USA)

17:15 - 17:45 **Some aspects of 3D ... in depth!**

-Mark Schubin (SchubinCafe.com, USA), 3D live from New York via All-Mobile Video & Eutelsat!

17:45 **End of conference for DAY II**

Optional Evening At “Cinéma Sauvenière” in Downtown Liège

By invitation or by reservation at the front desk of the “Palais de Congrès”: Limited to 200 persons.

18:30 – 20:00 **Standing buffet dinner (with the support of EVS)**

20:00 – 22:00 **Speeches, award ceremony, screening of nominated 3D movies, and screening of a feature 3D movie**

Hosted by Philippe Reynaert (Walimage, Belgium)

DAY III – Friday, 10 December 2010

- 08:45 - 09:45 **Session III-1: Stereography and 3D-stereo movie making**
-Chairs: Peter Wilson (HDDC, UK), Jacques G. Verly (University of Liège, Belgium)
 -Kommer Kleijn SBC (Stereographer, Belgium)
 -Alain Derobe (Stereographer, France)
 -Jacques Delacoux (Transvideo, France)
 -Greg Passmore (PassmoreLab, USA)
 -Alaric Hamacher (Virtual Experience, Germany)
 -Claude Oury (CRIG, Belgium)
 -Daniel Chailloux (Stéréo-Club Français, France)
 -Jason Goodman (21st Century 3D, USA)
 -Florian Maier (Stereotec, Germany)
 -Erwan Davigano (Stereographer, France)
 -Michael Bastings (University of Liège, Belgium)
 -David Grogna (University of Liège, Belgium)
- 9:45 - 10:20 **Session III-2: 3D Live capture and broadcast, and the challenges of real-time stereography**
-Chairs: Ronald Meyvisch (Outside Broadcast, Belgium), Jacques G. Verly (University of Liège, Belgium)
 -Maryline Clare-Charrier (Orange, France)
 -Alain Verdier (Technicolor, France)
 -Mihai Metra (Institut Telecom, France)
 -Michaël Dufranne (EVS, Belgium)
 -Véronique Legendre (Looping Productions, France)
 -Peter Wilson (HDDC, UK)
 -Ronald Meyvisch (Outside Broadcast, Belgium)
- 10:20 - 10:45 **Coffee break, posters (with authors present), exhibit**
- 10:45 - 11:05 **Steadicam demo #3: Live 3D transmission from inauguration of “Pôle Image de Liège (PIL)” in Liège (via terrestrial and satellite radio links)**
 -Jacques G. Verly (University of Liège, Belgium)
- 11:05 - 12:05 **Session III-3: 3D capture, processing, and visualization for medicine, surgery, and medical imaging**
-Chairs: Justus Ilgner (University Hospital Aachen, Germany), Jacques G. Verly (University of Liège, Belgium)
 -Wilko Grolman (University Hospital Utrecht, The Netherlands)
 -Justus Ilgner (University Hospital Aachen, Germany)
 -Jacques G. Verly (University of Liège, Belgium)
- 12:05 – 12:30 **Session III-4 (Panel): Shooting Parallel or converged? Rationals, misconceptions, and myths**
-Moderator: Peter Wilson (HDDC, UK)
 -Alain Derobe (Stereographer, France)
 -David Hoffman (University of California at Berkeley, and MediaTek, USA)
 -Kommer Kleijn SBC (Stereographer, Belgium)
 -Benoît Michel (Stereoscopynews, Belgium)
 -Yves Pupulin (Binocle, France)
 -Peter Wilson (HDDC, UK)

- 12:30 - 13:30 **Lunch, posters, exhibit**
- 12:30 - 13:30 **During lunch: Details and demonstrations of the unique Auro-3D 11.1 audio system equipping the 500-seat conference room**
-Wilfried Van Baelen (Galaxy Studios, Belgium)
- 13:30 - 13:55 **Session III-5: Transmission/delivery of 3D video and audio to homes and cinemas**
-Chair: Jacques G. Verly (University of Liège)
-Jacques G. Verly (University of Liège, Belgium)
-Michel Chabrol (Eutelsat, France)
-Angelo d'Alessio (CDG, SMPTE, EDCF, Italy)
- 13:55 - 15:20 **Session III-6: Applications of 3D stereo to communication, education, and entertainment**
-Chairs: Greg Passmore (PassmoreLab, USA), Cédric André (University of Liège, Belgium)
-Rajat Basavaraj (Designmate, India)
-Steffen Weissman (TU Berlin, Germany)
-Alain Rémond (XpanD, Slovenia/USA)
-Greg Passmore (PassmoreLab, USA)
-Ivan Tashev (Microsoft Research, USA)
- 15:20 - 15:55 **Coffee break, posters, exhibit**
- 15:55 - 16:55 **Session III-7: Future, exotic 3D imaging systems**
-Chairs: Malgorzata Kujawska (Warsaw Institute of Technology, Poland), Jacques G. Verly (University of Liège, Belgium)
-Hector Navarro (University of Valencia, Spain)
-Malgorzata Kujawska, Tomasz Kozacki (Warsaw Institute of Technology, Poland)
-Tibor Balogh (Holografika, Hungary)
- 16:55 - 17:00 **Closing remarks**
-Jacques G. Verly (University of Liège, Belgium)
- 17:00 **End of conference**

5. PRACTICAL DETAILS

DATES AND LOCATIONS

3D FILM FESTIVAL

8 and 9 December 2010

At cinéma Souvenière-Liège

CONFERENCE, EXPO, POSTERS SCIENTIFIC TECHNOLOGY DEMONSTRATION, WORKSHOPS

8 to 10 December 2010

At the Palais des Congrès-Liège

TRAINING

6 and 7 December 2010

At the Palais des Congrès-Liège

USEFUL LINKS

www.3dmedia2010.com

www.ulg.ac.be

www.twist-cluster.com

INFO FOR GENERAL PUBLIC

Tel. 04 233 62 97

(from another country : +32 4 233 62 97)

www.3dmedia2010.com

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Coordination of the 3D Film Festival

Pierre Collin - c/o Buena Onda Pictures - +32 (0) 475 663 880 - eureka@skynet.be

General Organization

Alain Gallez - c/o Eventis - +32 (0) 4 233 62 97 - info@3dmedia2010.com

Press Contact

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6. APPENDICES

BEN STASSEN'S BIOGRAPHY

Ben Stassen, one of the principals at nWave Pictures, is a feature film and special venue filmmaker who specializes in 3D and 4D formats.

Stassen released his first theatrical feature film, "Fly Me to the Moon," worldwide throughout 2008. "Fly Me to the Moon," an animated film featuring the voices Kelly Ripa, Tim Curry, Nicollette Sheridan, and Christopher Lloyd, is the first true 3D feature film that has been conceived and created for the 3D environment.

Stassen's new 3D animated film "Sammy's Adventures – 3D" achieved great success. It features the voices of Melanie Griffith, Jenny McCarthy, Kathy Griffin, Anthony Anderson, and Tim Curry among others.

Stassen's beginnings in the digital era began when he produced one of the first high-resolution computer graphics films for the large format screen, "Devil's Mine Ride." He subsequently went on to co-found nWave Pictures with Eric Dillens, Caroline Van Iseghem and Anthony Huerta. nWave has since become the largest producer and distributor of ride and attraction films in the world.

In 1996, nWave expanded the company's operations into the large format arena. Stassen's Imax directorial debut, "Thrill Ride: The Science of Fun" (Sony Pictures Classics, 1997), was hugely successful. His debut was followed by the 3D giant screen spectacular films "3D Mania: Encounter in the Third Dimension (nWave Pictures Dimension, 1998) and "Alien Adventure" (nWave Pictures Dimension, 1999).

Stassen's talents were subsequently used to create and direct a series of other provocative and successful film titles including "Haunted Castle" (nWave Pictures, 2001), which blends computer generated digital imagery and live action photography in 3D; "S.O.S. Planet," the sequel to "3D Mania;" and "Wild Safari 3D" (nWave Pictures, 2005), which was filmed entirely on location in South Africa.

A world leader in multi-platform digital filmmaking, Stassen is a renowned source who speaks regularly on topics including his strategies and opinions about the future of 3D cinema and utilizing digital technologies to maximize intellectual properties throughout multiple media.

Stassen graduated from USC's School of Cinema and Television.

3D STEREO MEDIA EXHIBITORS

- **3D Products** - Belgium
- **3DTV Solutions** - France
- **Acqi** - Belgium
- **Alioscopy** - France
- **AWEX** - Belgium
- **Axis One** - Belgium
- **Be in Relief** - France
- **Binocle3D** - France
- **Cluster TWIST** - Belgium
- **Connect-on/Myisis** - Belgium
- **CRIG** - Belgium
- **Digidyn** - Belgium
- **Digital Graphics** - Belgium
- **DPLenticular** - Ireland
- **DreamWall** - Belgium
- **Eutelsat** - France
- **Formateix** - India
- **Fraunhofer Heinrich-Hertz Institute** - Germany
- **Galaxy Studios** - Belgium
- **Holdan** - UK
- **IntoPix** - Belgium
- **LIEU** - Belgium
- **Made In 3D** - Belgium
- **Notele/Virtualis** - Belgium
- **Optrima** - Belgium
- **P+S Technik** - Germany
- **Parallel Cinéma** - France
- **Projection Design** – The Netherlands
- **RTBF** - Belgium
- **RTC** - Belgium
- **Samsung Electronics** - Belgium
- **Schneider Digital** - Germany
- **Sony** - Belgium
- **Spatial View** - Belgium
- **Star-Apic** - Belgium
- **Technifutur** - Belgium
- **Transvideo - France**
- **Université Catholique de Louvain (UCL)** - Belgium
- **Université de Liège (ULg)** – Belgium
- **Université de Reims** - Belgium
- **UMons** - Belgium
- **UP3D** - France
- **Victor Studios** - Belgium
- **XDC** - Belgium

AWEX AWARD

During the gala evening of 3D Stereo MEDIA on 9 December, Wallonia and its expertise in 3D will be highlighted during the AWEX Export Award Ceremony. This prize, given by Mr Philippe Suinen, Director General of the Walloon Agency for Export and Foreign Investment, will reward the work of a Walloon company that has shown a particular talent in the field of 3D technology based on the following criteria:

1. Development of an innovative 3D technology
2. Excellence in the use of 3D technology
3. Vivacity to export its know-how

A jury of experts will select the 3D stereoscopic society the most deserving, according to the criteria described above.

The nominated companies are:



ACQI SPRL

Rue En-Bois, 86
Liège 4000
Contact: Pierre AUDRIT (Manager)
Mail: info@acqui.be
Phone: +32 476 54 01 86
Web Site: www.acqi.be



Alterface SA

Rue Edouard Belin, 5
Mont-Saint-guibert 1435
Contact: Xavier MARICHAL (CTO)
Mail: alterface@alterface.com
Phone: +32 10 48 00 60
Web Site: www.alterface.com



Digital Graphics

Rue de l'abbaye, 47
Aller 4432
Contact: Marc UME (Administrateur délégué)
Mail: marc.ume@digitalgraphics.be
Phone: +32 42 47 29 01



EVS Broadcast Equipment S.A.

Rue Bois St Jean, 16
Ougrée 4102
Contact: Maximilien D'OREYE (Business Development Manager)
Mail: sales@evs.tv
Phone: +32 43 61 70 00
Web Site: www.evs.tv



intoPIX SA

Place de l'Université, 16
Louvain-la-Neuve 1348
Contact: Jean-Baptiste LORENT (Marketing manager)
Mail: jb.lorent@intopix.com
Phone: +32 10 23 84 76
Web-Site: www.intopix.com



NeuroTV SA

Parc Industriel de Frameries, Route de Bavay, 56
Frameries 7080
Contact: Vanden Bemden Guy (Directeur Général)
Mail: info@neurotv.com
Phone: +32 65 52 94 20
Web-Site: www.neurotv.com



SOFTKINETIC

Avenue L. Mommaerts, 24
Brussels 1140
Mail: support@softkinetic.net
Phone: +32 2 730 07 50
Web-Site: www.softkinetic.net



Virtualis SA

Rue Henri Degorge, 23
Hornu 7301
Contact: Willame Jean-Michel (Director Operations & Sales)
Mail: willame@virtualis.tv
Phone: +32 65 76 67 10
Web-Site: www.virtualis.tv

Digital Cinema
powered by

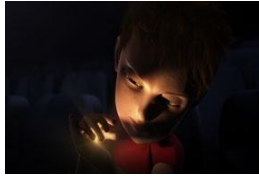


XDC SA

Rue de Mulhouse, 36
Liège 4020
Contact: Plasch Serge (CEO)
Mail: info@xdcinema.com
Phone: +32 43 64 12 00
Web-Site: www.xdcinema.com

FILMS OUT OF COMPETITION

BELGIUM



BARCO FIREFLIES (Belgium)

Director : Marco De Ruyck
Producer : Marco De Ruyck
Length : 22sec
Language : English



DANCES FOR THE CLIMATE (Belgium)

Director : Nic Balthazar, Kene Illegems
Producer : Kato Maes
Length : 1min40
Language : English



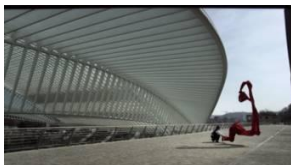
DINSDAG – UNE TRANCHE D’IMMEUBLE (Belgium)

Director : Niko Himschoot
Producer : Niko Himschoot



LA BÛCHE DE NOËL (Belgium)

Director : Pascal Van Goethem
Producer : Pascal Van Goethem, Vincent Goffart, Steven Gaertner
Length : 13min55
Language : French



MEDLEY MADE IN BELGIUM 3D – EXPO SHANGAI (Belgium)

Director : Patrick Van Hautem
Producer : Made in 3D
Length : 4min



VW POLO (Belgium)

Director : Anthony Huerta
Producer : Made in 3D
Length : 30sec
Language : English

CHINA



HK POTENTIAL UNLIMITED (China)

Director : Li Cheuk Fai
Producer : Percy Fung
Length : 2min26

FRANCE



3D STEREO FILMMAKING: THE COMPLETE INTERACTIVE COURSE

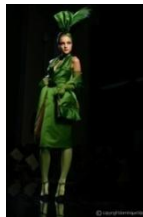
(France-USA)

Director : Cédric-Alexandre Saudinos et David Steiner

Producer : David Steiner, Carlo Sirtori, Cédric-Alexandre Saudinos, Ken Schafer

Length : 130min

Language : English/French



CATWALK 3D (France)

Director : Véronique Legendre

Producer : Véronique Legendre, Ami Dror

Length : 80min

Language : French



CRYSTAL FACTORY (France)

Director : Association LA SALLE 3D TEAM

Producer : Daniel Chailloux

Length : 5min



MONSTRES DES ABYSSES (France)

Director : Pascal Vuong et Ronan Chapalain

Producer : Dominique Rigaud

Length : 12min

Language : French



INSECTS TALKS (France)

Director : François Wertheimer

Producer : François Wertheimer

Length : 13min

Language : French



PRODUIT (France)

Director : César Chiffre

Producer : Antoine Marie

Length : 9min22

Language : French



S21 – 3D (France-Australia)

Director : Olivier Parthonnaud

Producer : Jean Jacques Benhamou et Olivier Parthonnaud

Length : 2min20

Language : English



SAUVEGARDONS NOTRE PLANÈTE (France)

Director : Yannick Violin
Producer : Yannick Violin
Length : 10min
Language : French

GERMANY



DAS AUG 3D – THE EYE 3D (Germany)

Director : Nikolai Vialkowitsch
Producer : Nikolai Vialkowitsch
Length : 46min
Language : German



DIE FANTASTISCHEN VIER – LIVE IN 3D (Germany)

Director : Josef Kluger, Sven Offen
Producer : Josef Kluger, Alexander Schaefer
Length : 105min
Language : German



TOPPER WON'T GIVE UP (Germany)

Director : Félix Koch
Producer : Cristina Marx
Length : 23min46
Language : German

KOREA



27 YEARS LATER (Korea)

Director : Shinterra
Producer : Sesiff
Length : 6min
Language : Korean



HAMSTER (Korea)

Director : Dongyoung Lee
Producer : Dongsung Seo
Language : Korean

INDIA



NEUROGLIAL CELLS (India)

Producer : Rajat Basavaraj
Length : 12min
Language : English

ITALY



WILD DOGS RUN 3D (Italy)

Director : Alessandra Vinotto, Francesco Rotunno
Producer : Alessandra Vinotto, Francesco Rotunno
Length : 4min18
Language : English

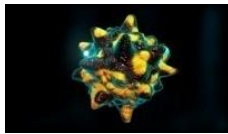
LITHUANIA



THE COLOURS OF MUSIC (Lithuania)

Director : Klaudija Kairaityte
Producer : Sarunas Kuckailis, Klaudija Kairaityte
Length : 11min
Language : English

NORWAY



ZTRING THEORY (Norway)

Director : Karl Bryhn, Jo Eldoen
Producer : Jo Eldoen
Length : 5min

NETHERLANDS



BOAT TRIP 3D (Netherlands)

Director : Mathijs Geijskes
Producer : Mathijs Geijskes, Ivo Broekhuizen
Length : 10min



HET GROENE CADEAU (Netherlands)

Director : Harry Arp
Producer : Cees Druyff
Length : 7min
Language : Dutch



NEW IN TOWN (Netherlands)

Director : Maxim Baghuis
Producer : Maxim Baghuis
Length : 4min5

SPAIN



CHAMPIONS LEAGUE 2010 MADRID (Spain)

Director : Harry Arp
Producer : Cees Druyff
Length : 10min
Language : Spanish



INSIDE (Spain)

Director : Iván Mena Tinoco
Producer : Carlos Zotes
Length : 3min40
Language : Spanish



LAIKA, SPACE ADVENTURES (Spain)

Director : Alex Cervantes, Michele Alessi
Producer : Diana Rodriguez
Length : 7min43
Language : English

SWITZERLAND



CESAR SOMMER 3D (Switzerland)

Director : Cesar Sommer
Producer : Cesar Sommer
Length : 5min58
Language : English

USA



HOLY MOLY (USA)

Director : Greg Passmore
Producer : Ariela Stern
Length : 2min
Language : English

UNITED KINGDOM



FOURPLAY 3D (Uk)

Director : Andrew Murchie
Producer : Andrew Murchie
Length : 3min10
Language : English

PHOTOS & LOGOS

Photos and logos are available on CD or on www@3dmedia2010.com