

Stereoscopic 3D

add a new dimension to your business

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Stereoscopic 3D: add a new dimension to your business



Revolutionary

“The single most revolutionary change since color pictures.” The words of movie guru Jeffrey Katzenberg hailing the arrival of the new generation of Stereoscopic 3D. Stereoscopic 3D is here, now; it’s already a real business with immediate prospects. And it’s growing fast, driven by word of mouth from those that have experienced it. It’s a unique opportunity for everyone involved with the moving image to expand their business by harnessing the huge potential of this powerful and exciting new medium and delivering what audiences demand.

Industry-wide

Stereoscopic 3D is not only about the movies; it can also put the viewer right in the middle of sports action – or a client’s commercial. 500+ cinemas across Europe are gearing up now for Stereoscopic 3D. In the USA, there are already 1000+. In Japan, a satellite broadcaster will begin delivering stereo3D to viewers’ homes this year.

The corporate production potential is equally exciting – just imagine what it can do for product launches, theme parks, exhibitions, galleries and museums. And 3D technology for home viewing is developing fast with stereo3D sets already on the market and many more on the way.

No amount of description can convey the impact of the new generation of Stereoscopic 3D. Gone are red/green paper glasses, sea-sickness and headaches that you may have experienced when you’ve seen 3D in the past. Stereoscopic 3D today is nothing short of stunning.



Enabling technology

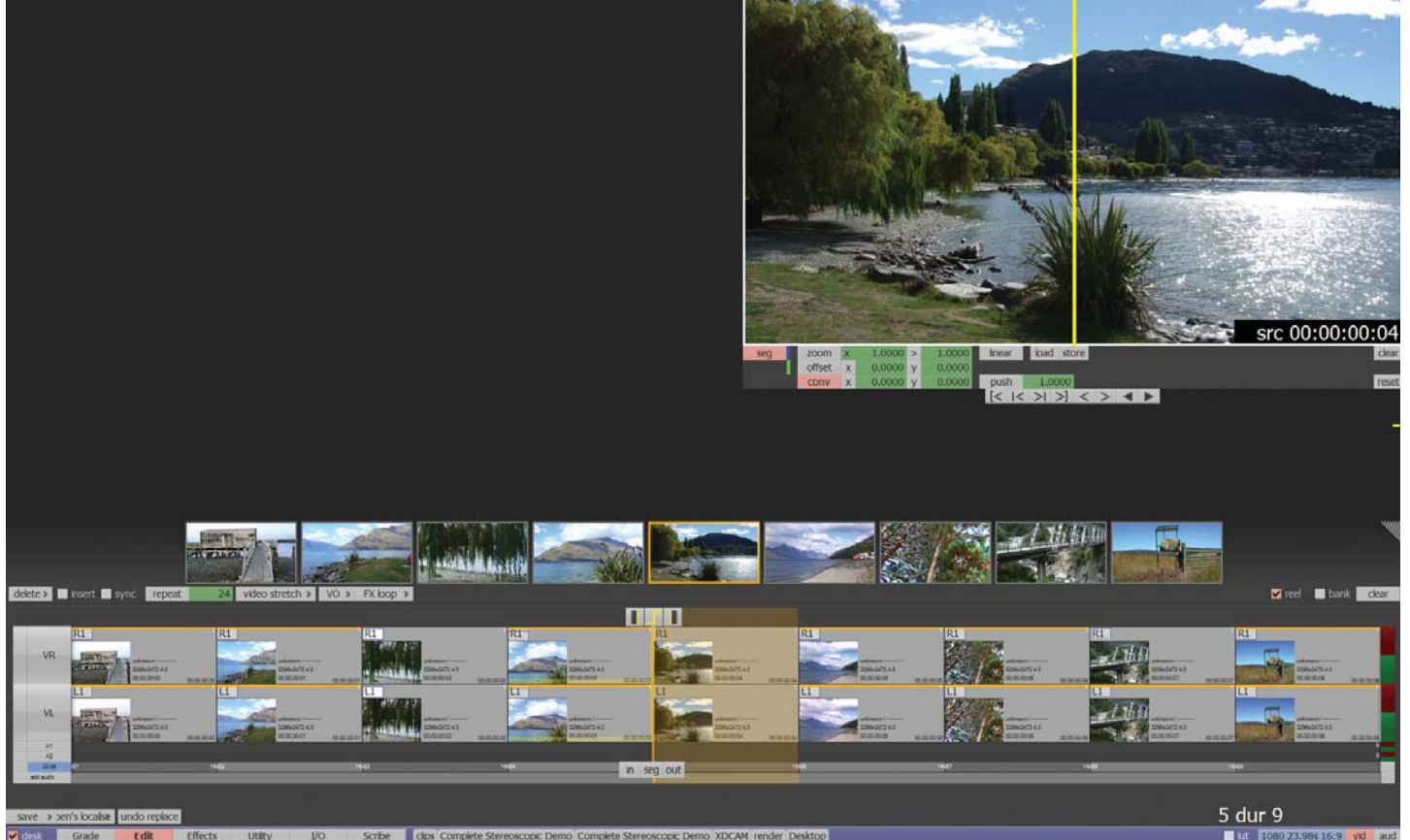
Until recently though, the post production tools to make Stereoscopic 3D a viable proposition just haven’t been available. Thanks to Quantel’s powerful technology, they are now. Quantel’s Stereoscopic 3D systems not only bring all the tools, interactivity and speed that you’ve come to expect in conventional post to Stereoscopic 3D – but add a host of dedicated stereo3D tools too. The Quantel approach makes stereo3D post a practical and affordable creative opportunity that produces quite brilliant results on screen.

3D business now

Stereoscopic 3D is now achievable for everyone in our industry – producers, directors, clients and post houses. It’s already a real business with real work for post and DI houses. It’s a fantastic opportunity to build a strong business in a new and profitable area. As with everything else in life, those in first are the biggest winners; Quantel has the tools available now to help post, broadcast and DI operations drive their businesses into another dimension.

“I’m just going to do everything in 3D now. I’m going to shoot my daughter’s birthday party in 3D.”

James Cameron



The Quantel Stereoscopic 3D toolset

The key to successful stereo3D post is to be able to work with both 'eyes' simultaneously while reviewing work in progress interactively at full resolution. This requires a combination of serious processing power to deliver twin stream, full resolution playback without rendering, as well as a comprehensive Stereoscopic 3D toolset, totally integrated with the systems' editorial and color correction facilities. Quantel offers them all in unison, giving the operator total control over every aspect of post production, allowing creative decisions to be finessed and technical issues addressed as they arise. Here's a brief overview of the Quantel stereoscopic tools:

- Stereo strength and convergence can both be adjusted without rendering, allowing the operator to experiment interactively to achieve just the required stereo depth and impact on every shot.
- Colorimetry – enabling both eyes to be balanced interactively using industry-leading grading tools.
- Editing – with both streams simultaneously, making 3D editing just as simple as 2D.
- Sync – allowing easy alterations to individual eyes – always reviewed in their stereo context.
- Comparison mode – 50/50 mix, left/right eye, difference map – helps to analyse and solve problems quickly.
- Imaging – for all non-parallax differences – fixing errors in either or both eyes using the systems' VFX and paint tools; ideal for dealing with lens flare, dirt, edge effects etc.
- Realtime playback – allowing stereo material to be reviewed and played out to realtime devices such as HDCAM SRW1.

Quantel 3D facilities deliver a true realtime, WYSIWYG experience for the operator and, most importantly, the client. And all this while offering simultaneous, unfettered access to all the systems' standard tools so that every aspect of the project remains live throughout Stereoscopic 3D post production. It is a truly interactive workflow.

3D on Pablo and iQ

Over 1000 conventional movies have been touched by Quantel's iQ and Pablo systems over the last few years. iQ is the world's leading Digital Intermediate system that offers realtime, full resolution 4K operation across the full range of high resolution post production – pre-vis, assembly/edit/conform, effects, titling, color correction, trailers, restoration and deliverables production. Pablo is a specialist non-linear, realtime 4K color correction system that offers brilliant heads-up ergonomics through its dedicated color control interfaces and a super-rich color manipulation toolset.

Both systems combine massively powerful image processing hardware with the enormous flexibility of the world's most versatile editorial and color correction software. In developing Stereoscopic 3D capability, Quantel has tapped into the full power of the systems' hardware to enable them to deliver simultaneous high resolution stereo streams, and added dedicated stereo tools on top of the systems' existing comprehensive post production toolsets.

The stereo3D toolset is available as an option on all new Pablo 2K, Pablo 4K and iQ systems. Additionally, all existing Pablo 4K or iQ systems can upgrade to Stereoscopic 3D.

“I’m impressed. And I don’t do impressed.”

Michael Owen



Sid - ‘just for 3D’ workstation

In addition to offering Pablo and iQ in 3D versions, Quantel has also introduced a new product named Sid, a dedicated Stereoscopic 3D post production workstation. Sid is available in two configurations – as a full stereo3D online system and also as a straightforward viewing, conform and mastering system. The former offers post houses a cost-effective stereo3D finishing environment for client attended work, the latter a ‘back room’ system, that is also ideal for on-location viewing and shot selection of 3D material as it is acquired.

Genetic Engineering in 3D

In addition, multiple iQs and Pablos can be teamworked together with third party stereo and non-stereo applications using Quantel’s breakthrough Genetic Engineering technology, dramatically improving workflow and productivity, enhancing creativity and delivering a step change in flexibility.



About Quantel

Quantel has built an unrivalled reputation for innovation in digital imaging. Quantel products are in front-line service with DI, post production houses and broadcasters around the world, helping them meet and exceed their current imperatives while also providing versatile platforms for future growth and new business opportunities.

Post production and DI

In post production, Quantel eQ, iQ and Pablo systems are serving the varied needs of thousands of post houses of every size and market need, from DI giants FotoKem in Los Angeles, the Moving Picture Company in London and Q-Tec in Tokyo, to niche companies such as Odeon in Warsaw and Digital Imagineers in Perth, Western Australia. Genetic Engineering, Quantel’s new teamworking infrastructure launched in April 2007 has already made a massive impact around the world – offering “a quantum boost to efficiencies in time and space” according to one early adopter.

Broadcast

More than 100 broadcasters around the world rely on Quantel’s news and sports production systems to keep hundreds of millions of viewers glued to their output. Customers range from the very largest such as the BBC, ESPN, TVNZ, Sky News, WDR and Measat to regional and local broadcasters such as WRCB Chattanooga, Canary Islands broadcaster Socater and the Hong Kong Jockey Club. “Quantel has revolutionized the way we are producing news,” is one user’s comment.

Compass, Ed, Enterprise sQ, eQ, FrameMagic, Integrated Server Architecture, iQ, ISA, Jo, Newsbox, Pablo, Paintbox, Picturebox sQ, QCare, QColor, QEffects, Quantel, Resolution Co-existence, Resolution Transparent, Revolver, sQ, TimeMagic, ZoneMagic are trademarks of Quantel Limited.

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