

BluFocus presents:
3D-FOCUS: Part I - Blu-ray
An Introduction to 3D
by Industry Experts

FOCUS

An ONLINE WEBINAR
March 4th, 2010
11:00am PST
www.blufocus.com



Welcome



- Introduction of **3D-Focus Webinar: Part 1 – Blu-ray**
- Submit questions via chat or email 3D-FocusWebinar@blufocus.com
They will be collected for the Q&A section at the end of all presentations.
- Please note that not all questions might be asked depending on number received.

ENJOY!! Let's begin!

Start time: 11:00 pst



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3D Overview

- THX – Rick Dean



Video Encoding

- Sensio – Etienne Fortin
- TDVision - Manuel R. Gutierrez Novelo



3D Authoring

- Sonic – Chris Neely
- Netblender – Denny Breitenfeld
- Sony – John Ying & Rob Aubey



Content Creation

- Trailer Park – Curt Doty



Software/Hardware

- NVIDIA – Alex Soohoo



Accessories

- RealD – Matt Cowan
- XpanD – Ami Dror



3D Testing

- BluFocus/3D-Focus – Juan Reyes



Video Encoding



Mr. Etienne Fortin
Chief Technology Officer

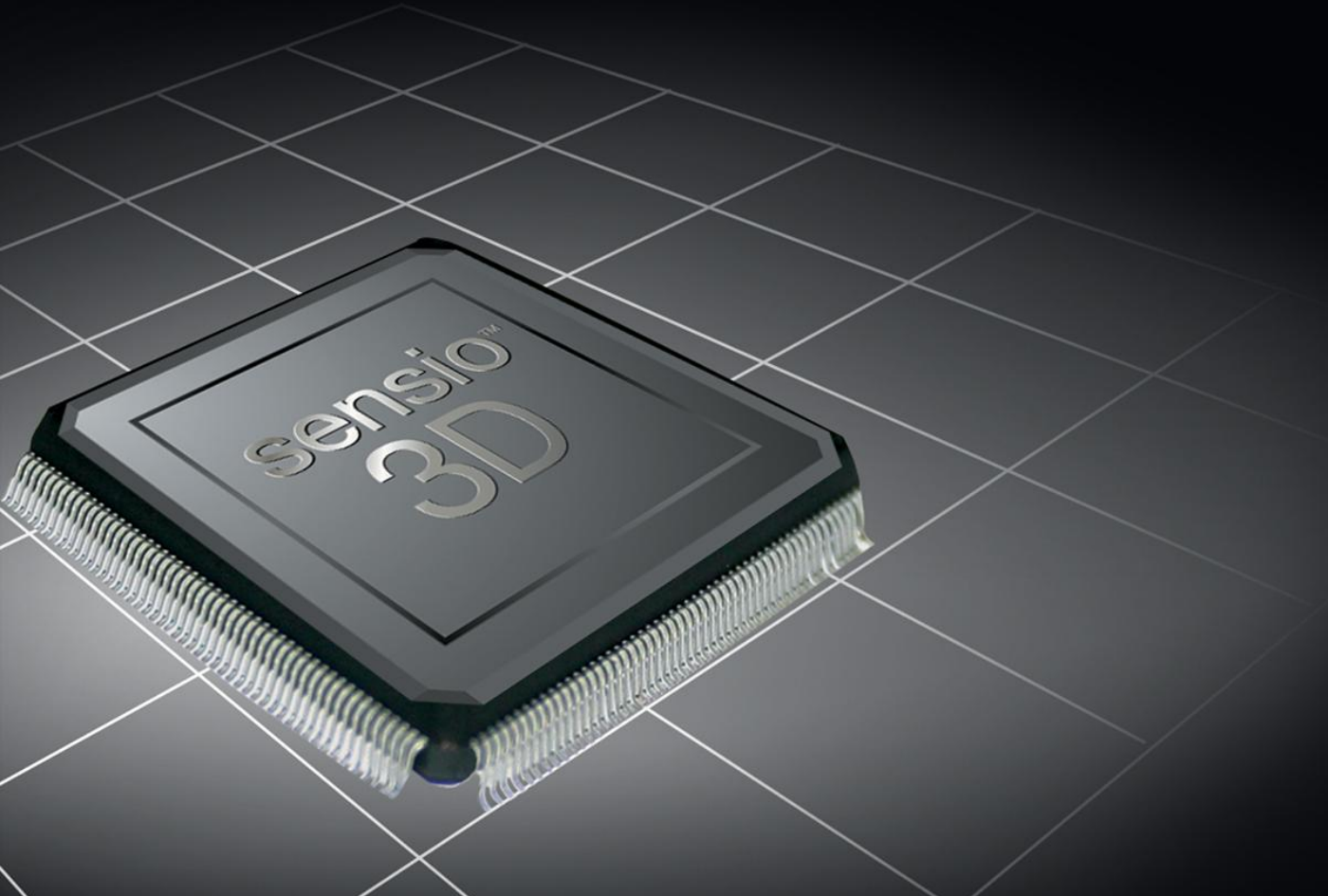


As Chief Technology Officer at SENSIO, Etienne Fortin leads the company's R&D programs with innovation and creativity. Having more than 10 years experience in engineering and in the technology industry, Mr. Fortin is responsible for bringing SENSIO's technology to new heights. Before joining SENSIO, Mr. Fortin worked within the engineering division of Bombardier Aeronautics. Passionate about computer science and its possibilities, he is the author of numerous scientific articles and participates at numerous speaking engagements. He holds a bachelor's and a master's degree in mechanical engineering from ETS University of Montreal..



3D-Focus Webinar

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sensio

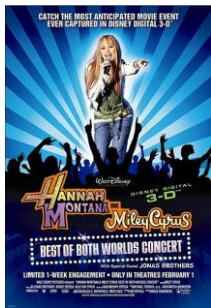
10 YEARS CREATING THE INDUSTRY

- Founded in 1999
- Company specialized in the development and marketing of stereoscopic (3D) technologies, products and services
- Based in Montreal, Canada
- Publicly traded company TSX Venture (SIO.V);
year-end May 31

sensio THE DVD ERA

3D DVDs have been around for years that evolved into different forms:

- Anaglyph
- Field Sequential
- SENSIO®3D





BLU-RAY™ 3D: A COMPLETE SOLUTION

MVC SPECIFICATION ADOPTED BY THE BDA OFFERS
ALL THE POSSIBILITIES:

From dual stream to frame compatible formats

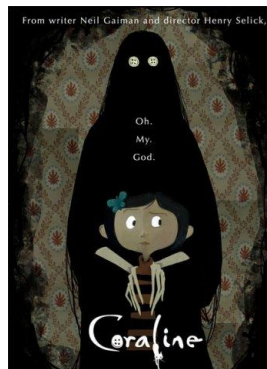
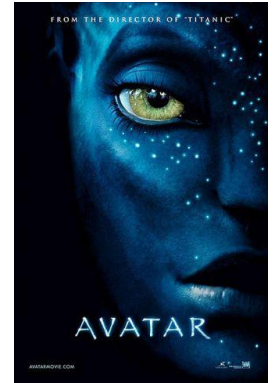
- Dual stream pushed by studios for major releases
- Frame compatible pushed by manufacturers and alternative content providers (confirmed at CES 2010)



The MVC specification adopted by the BDA for Blu-ray 3D™ :

A solution for high-profile content

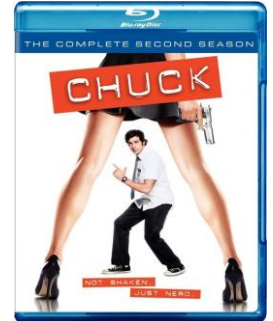
- AVATAR
- Monsters vs Aliens
- Up
- Shrek 4





TAKING ADVANTAGE OF BLU-RAY™

Compatible within the MVC specification:
frame compatible formats (side-by-side,
above/below, SENSIO, RealD):



A solution for specific content because of

- More choice for producers
- Additional storage
- Exploitation of all features that 2D Blu-ray discs offers (interactivity, graphics, etc.)
- Ease of encoding (off the shelves AVC encoders)





FRAME COMPATIBLE AUTHORING TOOLS

Integration of frame compatible into an authoring workflow relatively seamlessly

Still there's a step where left and right need to be mixed together by:

- Stand-alone software
- Plug-in
- Hardware (real-time)

