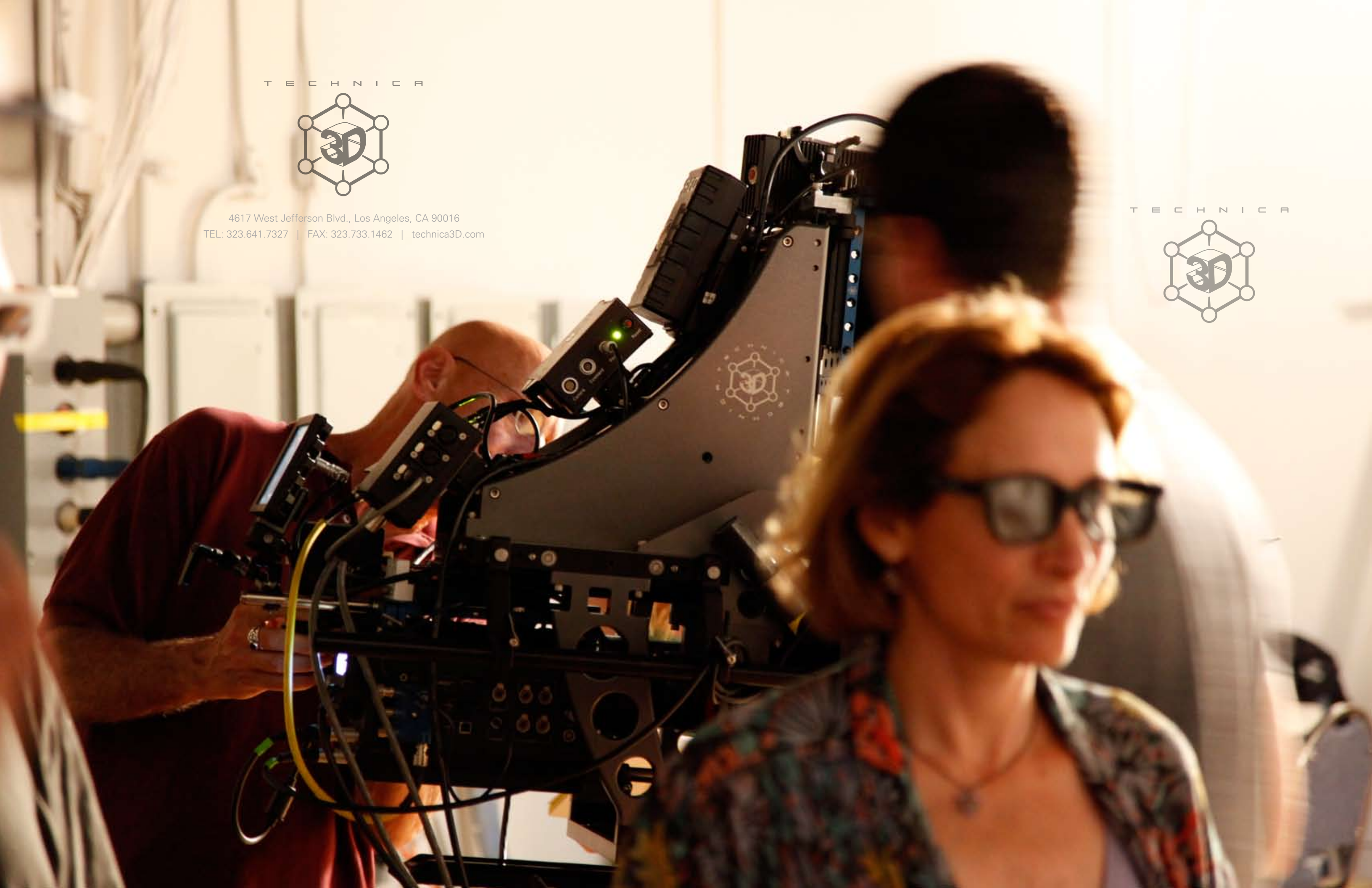


T E C H N I C A



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From ICG Magazine

Understanding that the choices for renting 3D gear are often expensive and include prototype equipment, specialized crews and a rigid post path, Element Technica has created a more sophisticated set of 3D tools that are, "as simple to use as most modern 2D camera systems," explains Stephen Pizzo who with partner Hector Ortega are co-founders of the Los Angeles-based company. "We want to make it possible for any filmmaker to create 3D content using their regular 2D crew."

The firm has built both beamsplitter and parallel configured camera platforms to accommodate cameras from the miniscule Iconix or S1-2K to full-sized digital imagers like the RED or Sony 1500s. These systems represent the first of a new generation of 3D imaging tools with fully embedded control electronics. Most systems will accommodate zoom lenses and offer synchronous control of focus, iris and zoom with the embedded electronics. The beamsplitter and parallel systems share the same basic mechanism and electronics for Intraocular (I.O.) and Convergence (Conv.) as well as the same user interface. Element Technica is developing a series of intuitive hardware/software tools to automate stereo calculation. These tools, available as add-in modules for the core systems, enable the director or DP to intuitively control how much or how little the subject comes off of the screen without requiring complex I.O. and Conv. calculation techniques.

During work with cinematographer Geoff Boyle on Dark Country, the company developed a completely new mechanical arrangement for the cameras that allowed them "to lose 50 percent of the mass and almost 40 percent of the volume," Pizzo explains. "Production was able to squeeze the rig into the Alien Revolution and place it on a Steadicam. The basic mechanical structure turned out to be scalable and became the basic design for all of our beamsplitter rigs for everything from the Iconix on up to full-size cameras like RED."

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Where We Are Now

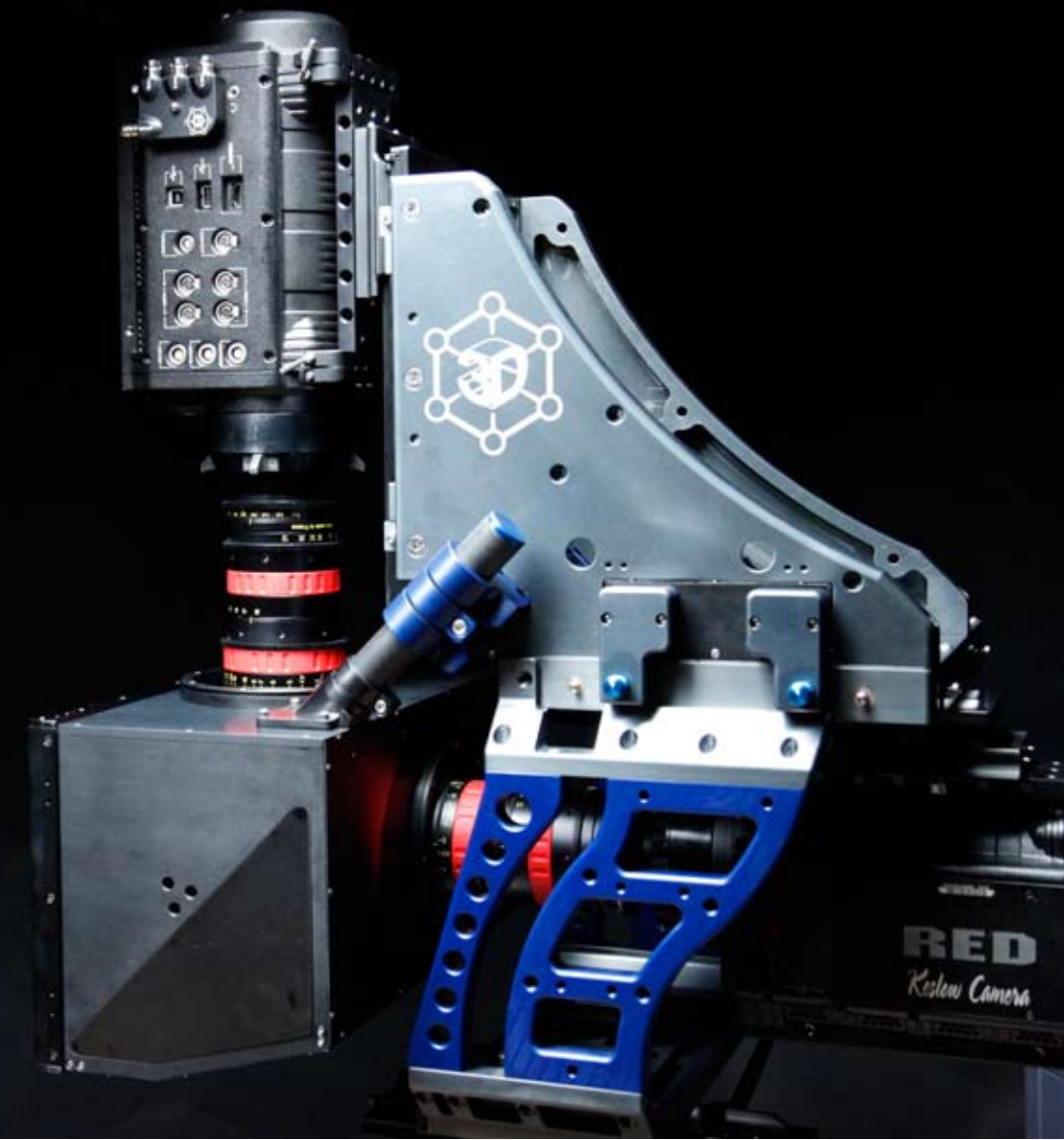
During this past summer we deployed 3 camera agnostic prototype beamsplitter and parallel rigs to test against the rigors of production. They saw a lot of action on everything from multi-city / multi-day music festivals to the wilds of Alaska. They were rigged onto off-road vehicles, boats and cranes and saw all types of weather from searing heat to torrential rain. Through all this one thing was constant: the alignment as defined during the prep never needed adjustment.

Today we are deploying a fleet of production units influenced by our experiences with the prototypes plus feedback and input generated by our beta testers. One of the most significant differences is the ease with which the two cameras can be aligned to one another. Camera and lens alignment, which has traditionally taken hours, has been reduced to minutes due to the advanced alignment mechanism found in the production version of the Quasar full-sized 3D camera platform. Another advanced feature is integrated high torque motors and electronics along with wired/wireless remote hand-unit to precisely control I.O. & Conv.

The Quasar's modularity allows it to be configured as either a beamsplitter system for close work with wide lenses or alternately set up as a converging side-by-side system for use at live broadcast events with extreme focal lengths. For the first time the precision and refinement of a beamsplitter system is offered in a parallel rig utilizing the same electro-mechanical components and same user interface.

While all of the Technica 3D systems will eventually be offered for sale, they will initially be available only for rent in an effort to offer early adopters the highest level of support. These systems will be available Q4 2009 through rental houses in major film/ broadcast markets beginning with Keslow Camera in Los Angeles and Offhollywood in New York. Other locations in Europe and Asia will be announced throughout Q4 2009 and Q1 2010. Following the footsteps of the Quasar is the Pulsar, Technica 3D's medium-sized system followed by the smallest rig in the series, the Neutron. The Pulsar and Neutron, released later in Q4 2009, will share many of the Quasar's advanced feature set including integrated electronics and the ability to convert from beamsplitter to parallel.

Beamsplitter & Parallel Stereoscopic Rigs



Specifications

Quasar (Full Size) (Available October 2009)

- Camera and lens agnostic
- Designed for full body digital imagers: RED, Sony F23/35 & 1500, D-21, Genesis
- Beamsplitter:
 - Compatible with prime lenses and small zoom lenses
 - Focal length range (S35 format) 15mm to 250mm
- Parallel:
 - Compatible with all primes and most ENG/Cine zooms
 - Focal length tested to 2200mm (S35 equivalent)
- Rig weight without cameras: 36.6lbs. [16.6 kilos]
- Isolated mirror box provides exceptional rigidity and precise alignment
- Integrated motors and electronics for I.O. and Conv. control
- Wired/wireless remote hand unit for I.O. and Conv. control

Pulsar (Mid-Size) (Available Nov/Dec 2009)

- Camera and lens agnostic
- Designed for sensor block cameras: S1-2K, Sony 1500 T-Block, Scarlet, Epic
- Beamsplitter:
 - Compatible with primes and a range of zoom lenses
 - Focal length range (S35 format) 15mm to 250mm
- Parallel:
 - Compatible with all primes and most ENG/Cine zooms
 - Focal length tested to 2200mm (S35 equivalent)
- Rig weight without cameras: 19lbs. [8.6 kilos] estimated
- Isolated mirror box provides exceptional rigidity and precise alignment
- Integrated motors and electronics for I.O. and Conv. control
- Wired/wireless remote hand unit for I.O. and Conv. control

Neutron (Miniature) (Available Nov/Dec 2009)