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PRESS RELEASE

3ality Digital Launches '3DIQ' to Share Best Practices with Industry

--Experts to Provide Training and Certification in All Live-Action 3D Disciplines --Program Designed to Fuel the Proliferation of Pixel-Perfect Digital 3D beyond Animation and Speed In-Home Entertainment Applications

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BURBANK, Calif., April 15, 2009 /PRNewswire via COMTEX/ -- 3ality Digital, LLC (www.3alitydigital.com) today announced the company will launch the entertainment industry's first professional training and certification program in the field of live-action digital 3D. 3ality Digital Image Quality (3DIQ) will elevate 3D offerings industry-wide by sharing unrivaled expertise in the creation and distribution of pixel-perfect live-action 3D entertainment.

3DIQ consists of a series of educational sessions that range from a general overview of the principles of 3D production to personal tutorials that provide hands-on experience in operating state-of-the-art camera, production and broadcasting systems. The program will be overseen by professionals who are at the forefront of the medium, having contributed to such groundbreaking 3ality Digital projects as the movie U2 3D, the first live 3D broadcast of an NFL game, the first live 3D sports broadcast available to consumers (the FedEx BCS Championship Game), and the first 3D commercial to air during Super Bowl halftime (Sobe's "Lizard Lake").

While animated 3D fare is becoming increasingly prevalent in cinemas, the growth of live-action digital 3D is integral to the spread of the medium into consumers' homes. 3DIQ is designed to help speed that migration and usher in the next era of digital 3D entertainment.

"Thanks to digital technology, live-action 3D has emerged as the most immersive entertainment experience available," said Steve Schklair, CEO of 3ality Digital Systems, the technology and production arm of 3ality Digital. "The medium is being embraced by filmmakers, television producers, sports broadcasters, advertisers, theme parks and, most importantly, consumers. 3DIQ is designed to empower the entertainment production and distribution communities to maximize the potential of this new medium."

Each training session generally lasts for one day; sessions that incorporate hands-on experience include field work. The 3DIQ curriculum also offers a five-day "master class" in stereography that can lead to certification as a 3D stereographer. Each certification requires achieving a passing score on the appropriate examination.

"The demand for this program is evident from the number of questions we receive from directors and other industry members seeking guidance on how to work in this medium," said 3ality Digital CEO Sandy Climan. "By establishing uniform and measurable standards of excellence, we are ensuring the continued credibility, viability and growth of live-action digital 3D."

3DIQ training can lead to the following certifications: Certified 3D Director, Certified Stereographer, Certified 3D Technical Director, Certified 3D Camera Operator, Certified 3D Platform Technician, Certified 3D Broadcast Engineer, Certified 3D Production Engineer.

Each certification is valid for one year and may be renewed annually by re-taking, and passing, the certification exam. Periodic refresher courses will be

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offered to keep professionals abreast of this new technology's rapidly changing applications.

"Making great 3D is an art, offering its own set of creative challenges," said David Wertheimer, CEO & Executive Director of the Entertainment Technology Center. "Working creative professionals need avenues to learn the technology and the artistry, and 3ality Digital is providing them a rare opportunity to learn about live 3D production from some of the pros in the industry. The more filmmakers that understand the creative potential of 3D, the more great 3D product consumers will be able to enjoy. This is a great step forward for the industry."

3DIQ certifications entitle the holder to operate 3DIQ-certified products, such as 3ality Digital's 3flex(TM) camera systems and Stereo Image Processor Advanced Functionality Packages (SIP AFP'S). 3ality Digital will list the names of certified professionals in a database on its website as a resource for firms who are seeking resources for 3D productions.

About 3ality Digital

3ality Digital develops advanced technologies to power uniquely dynamic content and audience experiences in 3D. The company's mission is to deliver pixel-perfect 3D entertainment from image capture through broadcast, regardless of viewing platform, ultimately setting the standard for live-action digital 3D. Based in Burbank, California, 3ality Digital brings together world-class experts in the fields of filmmaking, science and technology to develop systems to power 3D broadcasts and environments in which audience members feel the action and become part of the moment. The company's series of "firsts" include the first movie shot completely in digital live-action 3D (U2 3D) the first live 3D broadcast of an NFL game (Raiders vs. Chargers, Dec. 4th, 2008); the first live 3D sports broadcast available to consumers (BCS Championship, Jan. 8th, 2009); the first 3D commercial broadcast on television (Sobe's "Lizard Lake"); and the first episode of a scripted television series shot in live-action digital 3D (Chuck vs. The Third Dimension, aired on NBC on Feb. 2, 2009). For more information, please visit the company's website at www.3alitydigital.com.

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