



## Shindler, Lipton form Oculus3D

Consultant (and former *LF Examiner* columnist) **Marty Shindler** has formed a new company, **Oculus3D**, with partners **Lenny Lipton** and **Al Mayer, Jr.**, to market and sell a system that allows existing 35mm projectors to show 3D films simply and inexpensively. Unlike the previous over/under systems for 35mm, including the recently announced system from **Technicolor** (see *Shorts, October 2009*), Oculus3D fits the two eye images into the 35mm frame by rotating them 90 degrees, which avoids the framing and splicing problems inherent with over/under prints. The system requires a silver screen and uses linear polarizers.

The company is testing the system in a theater chain in California's San Fernando Valley, and expects to make its first sales in the first quarter of 2010. Shindler estimates the price to outfit a theater, including the silver screen, will be between \$20,000 and \$25,000, far less than the cost of a digital 3D projector. For more information, visit [www.oculus3D.com](http://www.oculus3D.com).

Shindler, CEO of the new company, has worked in the entertainment industry for 30 years, including stints at **20<sup>th</sup> Century Fox**, **Industrial Light and Magic**, and **Kodak's Cinesite**. Lipton invented the ZScreen system at the heart of **RealD**, the most popular theatrical 3D projection system in use today, and holds 35 other patents; he is president and chief science officer. Al Mayer, Jr., is a camera design expert, having been involved in the design of every film camera **Panavision** has produced since the early 1980s. He is executive vice president and chief technology officer of the new company. Shindler's wife, **Roberta Shindler**, will also be employed by Oculus3D.

*First published in the January 2010 issue of LF Examiner. [www.LFexaminer.com](http://www.LFexaminer.com). © 2010 by Cinergetics, LLC. Used by permission.*