



Management Biographies

Founders' and Management Biographies

Marty Shindler, Founder, Chief Executive Officer

Marty Shindler has worked in and around the entertainment industry for over thirty years including hands on management roles at companies such as 20th Century Fox, MGM, Lucasfilm's Industrial Light & Magic and Kodak's Cinesite.

Mr. Shindler has also worked twice at Coopers & Lybrand (PriceWaterhouseCoopers), starting in the audit practice in the Boston office and later in the Los Angeles based entertainment practice in a quasi audit and consulting role.

It was 1979 while Shindler was on the audit staff of C&L Los Angeles when he received a call from a search firm that indicated there was an entertainment company looking for someone with an MBA or CPA for a role that just opened up.

The position opened when Lucasfilm hired the head of the department to be their new CFO, causing a department manager to be promoted and thus leaving an opening for which Marty Shindler was hired. The Lucasfilm connection would later prove to be serendipitous.

With both credentials to his name, Shindler interviewed and subsequently joined 20th Century Fox in the Financial Reporting department, the department responsible for tracking and reporting the profitability of the company's film slate, performing deal analysis for the Business Affairs department and preparing the Fox Film Group's annual budget and quarterly forecast, thus providing Shindler with deep insight into the economics of the movie business.

Two years later, Mr. Shindler became the head of the department with additional responsibility for Distribution Accounting, providing an involvement in the dynamics of the distribution and exhibition relationship.

After a short stint at MGM, Shindler returned to Fox as Controller of Studio Operations, the group responsible for the entire backlot and studio support infrastructure. It was here that he became involved in the daily workings of the production and post production departments and corporate services. The Studio Operations role also enabled him to be involved as a member of the Board of Managers of CBS/Fox Studios, now known as CBS Radford.

Legal counsel at one of the large independent production and distribution companies at the time, recruited Mr. Shindler to join the company to help professionalize some of their operating departments. It was here that he learned that he could be successful at analyzing a company's challenges, provide implementable recommendations for improvement and in the end, supervise the execution of those recommendations.

As an alum of Coopers & Lybrand, in 1987 Marty Shindler received an announcement that the firm was opening an entertainment practice in Sherman Oaks. Given the most recent problem solving experience, he returned to the firm 8 ½ years after leaving the first time, but this time in a quasi consulting and audit role.

Clients included Barris Industries/Guber Peters, CBS/MTM Studios (formerly CBS/Fox), Shelly Duvall's Think Entertainment and others. During this time, Shindler learned that Lucasfilm was seeking new

auditors and he was able to get the firm on the list of contenders, the next link in the Lucasfilm connection.

The firm won the competitive bid process with Mr. Shindler acting as the Manager on the account. Fast growing Industrial Light & Magic had won seven Academy Awards and four Technical Achievement Awards but was in need of professionalizing its business practices. Shindler was assigned to the consulting team that analyzed the ILM operations. Several months after completing the study, he was asked to join the new management team that was forming to take ILM to the next level in its growth curve and to be involved in the implementation of the C&L recommendations.

This became the next link in the Lucasfilm – Shindler cycle of events and Shindler was responsible for such functions as accounting, finance, business affairs, purchasing, computer support (the nascent CGI infrastructure team) and to serve as the Lucasfilm representative to the Local 16 Pension, Health & Welfare Fund. It was during the time that ILM was undergoing a major analog to digital transition and Shindler was heavily involved in the development and analysis of the capital expenditure requests, presenting many of the ROI analyses to the corporate management team at Skywalker Ranch.

In his last year at ILM, Shindler was asked to take responsibility for managing the Camera Engineering Department.

Following several years at ILM, Mr. Shindler first consulted with and later joined Kodak's digital start up, Cinesite, but not in a financial role, but as VP Sales & Marketing, due in large part to his knowledge of the digital process for production, post production, and visual effects.

It was during this time that Marty Shindler saw a market opportunity opening with the many digital start up facilities in the industry, recognizing that many would need the kind of consulting services in which he was involved at C&L, but that most would be intimidated by or could not afford a major or second tier firm, but might be able to afford his services.

For the past 13+ years, The Shindler Perspective, Inc. a husband and wife consulting team, have been providing a range of services to companies in the entertainment and entertainment technology industries, including many projects in visual effects, camera technology and in recent years, various consulting assignments in the nascent 3D stereoscopic industry. Roberta Shindler worked actively in the preparation of this Business Plan.

Marty Shindler is a member of the Visual Effects Society and its Awards Committee, responsible for creating and producing its Online View and Vote System, the Digital Cinema Society and the Hollywood Post Alliance, among industry memberships.

He has written extensively on business and management topics, many of which have been published in industry publications and have been posted at iShindler.com. He has also been prolific in various speaking engagements, including 11 on the topic of 3D for such industry organizations as the Directors Guild, the Entertainment Technology Center of USC and Digital Hollywood.

Marty Shindler and his wife Roberta Shindler live in the San Fernando Valley. They have two grown children, Michael a PhD student in Computer Science at UCLA and Perri, a hospitality management graduate who is now a dining room manager at an upscale restaurant in downtown LA.

Lenny Lipton, Founder, President and Chief Science Officer

Lenny Lipton brings exceptional skills in 3D stereoscopic technology, filmmaking and the world to his role as President and Chief Science Officer. His groundbreaking work throughout his career is fundamental to the work in which Oculus 3D is going to be involved.

Recognized as the father of the electronic stereoscopic display industry, Mr. Lipton founded StereoGraphics Corporation in 1980, where he invented the ZScreen[®] electro-optical modulator, the heart of today's most deployed 3D theatrical projection, the Real D system.

With 35 patents granted in the field, a similar number pending, and a lifetime of passion for advancing the art, his breakthroughs have transformed 3D motion picture projection beyond the flawed methods of the past and have made the exhibition of beautiful 3D a reality for audiences worldwide. In 1981 he invented the first flicker-free electronic stereoscopic display (U.S. Patent No. 4,523,226), the basis for three-dimensional products for engineering, science, and the movies.

Real D acquired StereoGraphics in 2005 and Lenny Lipton became Chief Technology Officer.

During his tenure as Chief Technology Officer of Real D, Lipton helped perfect the Real D projection system, which has become the leading technology delivering the ultimate 3D experience, dominating the feature film market with 2,600 cinemas in over 30 countries.

Awards and peer recognition – In May 2008, Lenny Lipton received the *Society for Information Display* Silver Display of the Year Award, on behalf of Real D, for his invention of the digital stereoscopic cinema, while Apple's *iPhone* took the gold.

Mr. Lipton became a Fellow of the Society of Motion Picture and Television Engineers (SMPTE) in 2008, an honor awarded to very few people from this most prestigious organization. As chairman of the SMPTE working group that established the international standards for projection of film-based 3D movies in 1992, he was at the forefront of today's industry standards.

Among other prestigious industry organizations, he is the co-chair of the American Society of Cinematographers Technology Committees' subcommittee studying stereoscopic cinematography.

The Smithsonian Institution recognized Mr. Lipton for CrystalEyes, one of his early inventions. It is the first practical electronic stereoscopic product for computer graphics and video applications such as molecular modeling, aerial mapping and medical imaging and has been in production for two decades. NASA selected it to remotely pilot the Mars Rovers, while some of the newest drugs on the market owe their introduction to the invention of CrystalEyes.

Hands on production – Beyond the nuts and bolts of tech, Lenny Lipton works as a technical and creative production consultant for the studios helping them finesse the subtle nuances of 3D, which requires an unusual blend of artistic sensitivities and scientific understanding. Recently, Lenny worked with director Henry Selick (*The Nightmare Before Christmas*) to develop the camera system being used to shoot Laika Studio's 3D stop motion feature, [Coraline](#), which opened to rave reviews.

Lipton has independently produced 25 films that have aired on PBS, Italian television and the BBC, and are now in the Pacific Film Archive collection at the University of California. His film *Let a Thousand*

Parks Bloom was selected for exhibition in *Summer of Love* at the Tate Liverpool Museum (2005) and the Whitney Museum of American Art (2007). He received a grant from the American Film Institute to produce his film *Revelation of the Foundation*. He has acted as an American filmmaker representative for the US Department of State to countries abroad, and has served as a juror at many film festivals around the world.

Mr. Lipton's writing – Outside of filmmaking and technology, Lipton created *Puff the Magic Dragon*, *Jackie Paper*, and the *Land of Honalee*, when as a college freshman in 1959 he wrote the poem which became the song made popular by the group *Peter, Paul and Mary*. Today it's the number one selling children's picture book in the United States and is being translated into fourteen languages.

He has authored three books for Simon & Schuster, including *Independent Filmmaking*, which was the early standard text in many film schools and remained in print for 20 years. He has also authored *Foundations of the Stereoscopic Cinema* for Van Nostrand, which remains the definitive book on the subject, and where he first enunciated the method of stereoscopic cinematography used by theatrical filmmakers and the guiding engineering principal for stereoscopic 3D system design—the principal of binocular symmetries.

Lipton has written articles for *American Cinematographer*, *Society of Motion Picture and Television Engineers Journal* and other industry-related publications, and was an editor at *Popular Photography*. He is also a frequent presenter at conferences in the field of stereoscopic imaging and filmmaking, and was the featured physicist in *Physics World* magazine's July, 2007 issue.

During the chaos and adventure of 1960's American counterculture, Lenny was the film reviewer for the *Berkeley Barb* underground newspaper, hung out with the likes of Timothy Leary and Ken Kesey, and was a frequent contributor to [Paul Krassner](#)'s free thought magazine *The Realist*, the radical publication that lampooned many taboos of the times.

Personal – Lenny Lipton was born in New York City and graduated from Cornell where he majored in physics. He has lived in California for 44 years, and now makes his home in Los Angeles' Laurel Canyon with his wife, three children, two dogs, cat, and ill-tempered bird.

Roberta Shindler, Senior Vice President, Administration

After earning her Master's Degree in Management from the Sloan School of Management at MIT, Roberta was recruited by Bank of America, so Roberta and Marty moved to California where Roberta worked in banking for a number of years before taking time off from her career to raise the couple's two children, now in their mid twenties.

When Marty launched a consulting business in 1996, it was a natural segue for her to be involved as a member of The Shindler Perspective, Inc. Initially she assumed a limited role, and steadily increased her involvement with the Company, becoming a full time participant in 2001. Her involvement gave clients a much appreciated added dimension to consulting projects, bringing a unique combination of hands on management work, critical thinking skills and educational credentials to The Shindler Perspective, Inc.

Roberta has been involved in the creation of numerous strategic business plans for a variety of entertainment and entertainment technology companies. She has also participated in operational reviews in order to streamline the companies' operations and make implementable recommendations to improve the efficiency and profitability of the companies. Other types of projects include market assessments, marketing plans, economic impact studies, litigation support and a ghostwriting assignment of several chapters in a scientific exploration book for a leading technology company executive.

In her role at The Shindler Perspective, Roberta has been actively involved in a number of 3D projects. They include the development and preparation of a business plan for a company involved in 3D stereoscopic image acquisition and delivery, strategic business assessments and market assessments for a publicly traded company to assist in determining the course of their 3D business and an operational review of a company involved in 3D image acquisition and post production.

It was a natural segue once again that when Marty joined Oculus3D as a Founder, Roberta became actively involved in the preparation of the Company's business plan. She has continued to work with the Founders since the inception of the Company, providing guidance, challenging the Founders when another point of view is called for, facilitating meetings and assisting with many of the business functions that need to be established, including banking and insurance, reviewing legal documents and handling the myriad of details that need to be addressed at the inception of a start-up company.

In her role as Senior Vice President, Administration, Roberta will be responsible for the many operational functions that will be required for the management of the Company.

Prior to her involvement with The Shindler Perspective, Roberta worked in the banking and securities brokerage industries as well as in executive search.

Roberta's educational credentials include a Bachelor's Degree from Brandeis University and a Master's Degree from the Sloan School of Management at the Massachusetts Institute of Technology (MIT).