

## FOR IMMEDIATE RELEASE

Contact:

Rogers & Cowan for Oculus3D  
Sallie Olmsted  
(310) 854-8124  
[solmsted@rogersandcowan.com](mailto:solmsted@rogersandcowan.com)

### OCULUS3D™ ANNOUNCES 3D PROJECTION SOLUTION FOR EXISTING 35 MILLIMETER FILM PROJECTORS

*-OculR™ Lens and Prints Turn 35mm Projectors into 3D at a Fraction of Digital Projection and 3D Add-on Costs-*

**January 19, 2010, Los Angeles**— Oculus3D™, a company focused on film-based 3D projection technology, today announced its first product, the OculR™ system, a low-cost 3D lens and print format for the installed base of 35mm movie projectors.

The OculR system eliminates the need for exhibitors to purchase a new digital system to play 3D films. The OculR system also does not require exhibitors to pay per-seat or per-show royalty fees. The OculR lens provides exhibitors with a 3D solution that works with all standard 35mm projectors, delivering superb quality film-based 3D presentations that are equal to or better than more costly digital options. The OculR3D system consists of the OculR lens for the theater's 35mm projector, a "silver" movie screen and low-cost plastic frame linear polarizer eyewear, delivering the finest 3D image at an affordable price. The OculR lens can be installed rapidly, eliminating theater downtime and providing a minimum brightness of 6 foot lamberts, which equals or exceeds the brightness of most digital and single-projector film systems to ensure flawless 3D performance for exhibitors.

"The team at Oculus3D has created a cost-competitive and projectionist-friendly 3D film-based delivery system that bypasses the problems of the resurrected, discredited, and obsolete 'over/under' film-based approach of the 80's that plays inside-out images much of the time," said Lenny Lipton, president and chief science officer, Oculus3D.

#### Economic Benefits to Theater Owners and Studios

Exhibitors and studios will benefit equally from the OculR system because the industry is unable to meet current audience demands for 3D presentations as the number of 3D feature releases will continue to grow in 2010. The motion picture industry is missing out on millions of dollars of revenue because of a shortage of 3D screens.

"We see a substantial worldwide market for the OculR 3D system and estimate some exhibitors could save \$150K per screen in equipment, 3D software conversion and installation costs while the studios could add a meaningful number of new 3D screens in 2010," said James Marsh, analyst, Piper Jaffray & Co. "Exhibitors who have been concerned about the cost of switching over to a digital cinema system now have an interesting new option to consider."

Oculus**3D** estimates that it can get theater owners up and running with the OculR system (the lens and upgraded movie screen) for approximately \$20,000 - \$25,000 per screen. This is 85 – 90% less than investing in a digital projector approach.

The OculR print format is created by applying an algorithm to the final digital intermediate file to produce a master negative. Release prints are then made using standard lab techniques and costs are identical to making a standard print, making conversion from 2D to 3D a seamless process for the labs, exhibitors, and studios.

“Our product stops the forced marriage between digital and 3D as many exhibitors are being pushed into replacing workhorse film projectors to take advantage of the boom in 3D movie releases,” said Marty Shindler, founder and CEO, Oculus**3D**. “OculR will help meet movie patron demands for 3D while saving an estimated \$150,000 to \$175,000 in per screen set up costs and eliminate hardware and software ongoing maintenance expenses.”

“There is a pressing need for 3D film systems on a global basis for two key reasons including a higher volume of 3D theatrical releases as well as the high import duty costs associated with digital projectors in many parts of the world,” said Albert Mayer Jr., executive vice president and chief technology officer, Oculus**3D**. “With OculR, exhibitors can help meet movie patron demand for 3D.”

#### About Oculus**3D** Corporation

The mission of Oculus**3D** is to offer quality 3D projection at lower cost with higher profits for exhibitors and studios. The principals, Lenny Lipton, Al Mayer, Jr. and Marty Shindler have a combined 100 years of experience in the movie business. For more information please visit [www.oculus3d.com](http://www.oculus3d.com).

# # #

Note to Editors:

**Lenny Lipton, President and Chief Science Officer**, is a Fellow of the Society of Motion Picture and Television Engineers (SMPTE) and holder of 41 granted and more than 50 pending patents that are central to the majority of 3D industry projection and display systems. Lipton is also the inventor of the ZScreen®, a polarization modulator that enables a single DLP projector to show 3D movies. The ZScreen® is the device that is at heart of the most widely used 3D digital projection system, the Real D system.

**Albert Mayer, Jr., Executive Vice President and Chief Technology Officer** is a veteran camera designer and Academy Award® and Prime Time Emmy® Award recipient, each for Scientific and Technical Achievement. His industry leading cameras include the Panaflex Millennium XL camera system, Panavision’s current flagship film product and the Genesis, the first full chipped digital camera system.

**Marty Shindler, Chief Executive Officer**, is a 30 year film industry veteran has held key executive positions at 20<sup>th</sup> Century Fox, Lucasfilm’s Industrial Light & Magic, Kodak, MGM and the entertainment practice at Coopers & Lybrand (now PriceWaterhouseCoopers). For more than 14 years, The Shindler Perspective, Inc. consulting practice has provided a range of advisory and analytical services to companies in the entertainment and entertainment technology industries regarding visual effects, camera technology and 3D stereoscopic presentation.

