

INTERNATIONAL 3D SOCIETY™

For Immediate Release
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INTERNATIONAL 3D SOCIETY AWARDS FEBRUARY 23 at MANN CHINESE THEATRE

(Los Angeles) – Oculus3D President and International 3D Awards Co-Chair, Lenny Lipton announced today that eleven 3D categories have been selected for the first annual I3DS Awards Show being held at Mann Chinese Theatre on Tuesday, February 23 6pm-8:30pm. The Society serves the 3D community with education and recognition for stereoscopic 3D professionals.

Lipton commented, “After a century of effort 3D movies are finally here. The technology now allows moving images to enjoy a creative renaissance as filmmakers and the industry explore the potentials of this long sought after means of creative expression. This first year of awards honors the pioneers who have set a new standard for this nascent medium.

Jim Chabin, president of the nonprofit professional association, stated, “the first annual International 3D Awards marks a historical milestone in recognizing 3D achievement. The Statuettes presented at the ceremony have been crafted by the R.S. Owens Company of Chicago, manufacturers of the Oscars™ Awards. We believe this is the beginning of a lasting and appropriate recognition of 3D professionals.”

3D Society Chairman and Senior Vice President of the Sony 3D Technology Center, Sony Corporation of America, Buzz Hays remarked, “For those of us who have worked in 3D, it is nice to see peer-recognized awards presented for our colleagues.”

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In addition, the Society has partnered with the People's Choice™ Awards for the first-ever Favorite 3D Live Action and Animated Movies. The fans voted online for the two 3D Awards. Winners will be announced on February 23. Listed below are some of the eleven 3D categories.

- I. **LIVE ACTION FEATURE OF THE YEAR**
- II. **ANIMATED FEATURE OF THE YEAR**
- III. **DOCUMENTARY**
- IV. **SCENE OF THE YEAR**
- V. **STEREOGRAPHY – LIVE ACTION**
- VI. **STEREOGRAPHY – ANIMATED**
- VII. **VISUAL EFFECTS**
- VIII. **MARKETING 3D CONTENT**

2010 PEOPLE'S CHOICE™ AWARDS NOMINEES

I. FAVORITE 3D LIVE ACTION MOVIE

Avatar

(20th Century Fox)

The Final Destination

(New Line Cinema)

G-Force

(Disney/Sony)

My Bloody Valentine

(Lionsgate)

X-Games 3D

(Disney/ESPN)

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II. FAVORITE 3D ANIMATED MOVIE

Cloudy with a Chance of Meatballs

(Sony)

Coraline

(Focus Features)

Ice Age: Dawn of the Dinosaurs

(20th Century Fox)

Monsters vs. Aliens

(Paramount/DreamWorks)

Up

(Disney/Pixar)

The International 3D Society also thanked its Signature Sponsor, XpanD and Founding Sponsor, MasterImage 3D and Silver Awards Sponsor MadMedia Entertainment, Inc.

The opening reception and 3D Awards tickets are \$395 and can be ordered online. Society Members can attend for free. For more information please visit www.international3dsociety.com.

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