



3Tec - 3D Quality & Technology Summit and 2nd BFA Film Science & Technology Forum

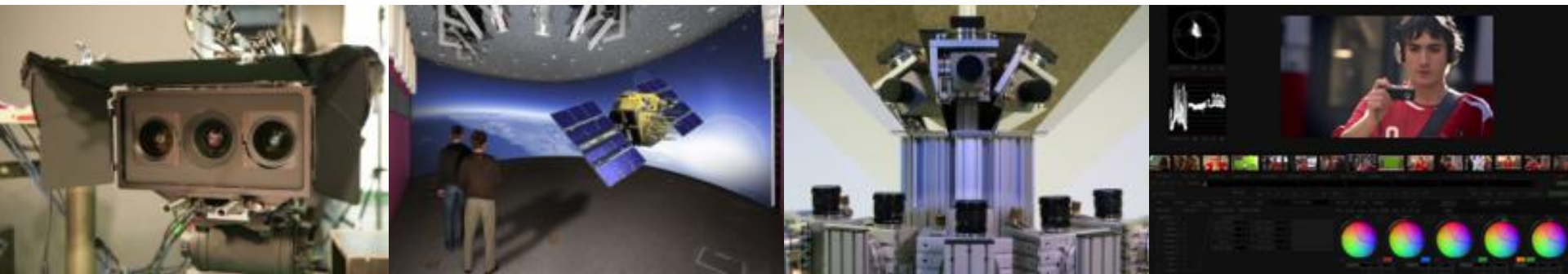
Organizers:



WHAT ABOUT?

3D has made a journey from AVATAR to GRAVITY, and it had its ups and downs in between. “3D Quality” and “3D Technology” are still areas in which there are more questions than definite answers. The 3Tec – 3D Quality & Technology Summit has been created by film experts for film experts to exchange the views and experience of professionals involved in the most successful 3D productions worldwide. 3Tec aims to take the practical knowledge about 3D to a new level. The main topics of the conference and exhibition are:

- 3D and Immersive Capture and Display Technologies
- International Quality Requirements in 3D Production and Post-Production
- The Future of 3D in the Entertainment Industry



BACKGROUND

WHOM FOR?

For professionals in the Chinese entertainment industry (broadcasters, studios, film production companies, post-production companies, etc.):

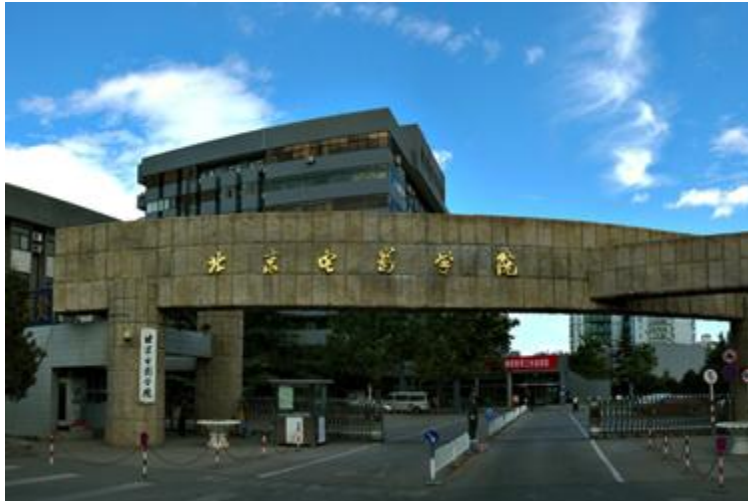
- Directors and producers
- CEOs and executive directors
- CTOs and technical directors
- Creative directors and production-/ post-production supervisors



GENERAL INFO

Time :	April 18-19, 2014
Venue :	Beijing Film Academy (“BFA”), Beijing, China
Scale :	200-300 professionals
Theme :	3Tec - 3D Quality & Technology Summit and 2nd BFA Film Science & Technology Forum
Organizers :	imcube & BFA & Entgroup
Supporters :	CTAA – 3D Council & 3D Innovation Center & Fraunhofer HHI

VENUE



Beijing Film Academy, No.4 Xitucheng Rd, Haidian District, Beijing

PROGRAM & SCHEDULE – DAY 1

Conference	Topic
08:00 – 08:30	Registration
08:30 – 08:45	Welcome
8:45 – 10:45	Session I: 3D and Immersive Capture and Display Technologies
10:45 – 11:15	Tea break & Exhibition
11:15 – 12:45	Session II: International Quality Requirements in 3D Production for 3D-TV and Online Video Platforms
12:45 – 14:00	Lunch break & Exhibition
14:00 – 16:00	Session III: International Quality Requirements in 3D Production for Cinema / IMAX / Giant Screens
16:00 – 16:30	Tea break & Exhibition
16:30 – 17:30	Session IV: 3D Post-Production
17:30 – 18:30	Session V: 3D in China
18:30 – 18:40	Closing Speech
18:40 – 20:00	Networking snack & Exhibition
20:00 – 22:00	3D Movie Screening

PROGRAM & SCHEDULE – DAY 2

Schedule	Exhibition Area	Meet the Experts / Q&A		3D Screenings
09:00 - 10:00	Exhibition			
10:00 – 11:00		3D and Immersive Capture and Display Technologies	Quality Requirements in 3D Production	10:00 – 12:30
11:00 – 12:00				
12:00 – 13:00		Lunch Break		
13:00 – 14:00				
14:00 – 15:00		The Future of 3D Entertainment	3D Gaming	14:00 – 16:30
15:00 – 16:00		Tea Break		
16:00 – 17:00		TBA: Special Seminar/ Workshop on 3D Post-production		
17:00 – 18:00				
18:00 – 19:00				
19:00 – 20:00	Get together (Networking snack)			

Invited Speakes & Experts:

Chris Parks, Stereo Supervisor of „GRAVITY“ (Vision 3, London, UK)*

Angus Cameron, Post Stereographer of „GRAVITY“ (Vision 3, London, UK)*

Paco Cubas, Online Editor of “The Hobbit” (Park Road Post, Wellington, New Zealand)

Tony Pratt, Workflow Architect of “The Hobbit” (Park Road Post, Wellington, New Zealand)

Prof. Liu Gesan, Head of Film & Television Technology Department, Executive Dean of China Motion Picture High Tech Institute(Beijing Film Academy, Beijing, China)

Phil Streater, Producer and/or Stereo Supervisor (Principal Large Format, London, UK)*

Dr. Ralf Schäfer, Head of the Image Processing (Fraunhofer HHI, Berlin, Germany)*

Dr. Sebastian Knorr, 3D Conversion Supervisor and Senior Scientist (imcube labs, Berlin, Germany)*

David Rivero, 3D Mistika Specialist (SGO, Spain + Beijing, China)*

Jim King, Director 3D Entertainment (CNTV, Beijing, China)

Simon Craddock, CEO (Onsight, London, UK)

Chris Johns, Chief Engineer – Broadcast Strategy (BSkyB, London, UK)

Jon Karafin, Senior Scientist and Director of Production Technology (RealD, Boulder, USA)

Ariela Stern, Content Acquisition Manager of Yabazam (DDD, Los Angeles, USA)

* confirmed



Chris Parks - Vision3 Company Director/Stereo Supervisor

With both technical and creative stereoscopic experience spanning over 20 years, Chris' skills encompass the full range of 3D expertise including direction, production, specialist film and special visual effects, from storyboarding through production to post production and delivery.

Chris started his career in 3D working alongside his father as stereographer and creative director at Image Quest 3-D, one of the UK's first 3D production specialists. Chris and his father devised the lens systems that enabled the filming of the IMAX production '*Bugs 3D!*' narrated by Dame Judi Dench, which played continuously for over 6 years.

He now leads the Vision3 team bringing together the best crew, technology and creative tools for features, commercials and TV projects across the globe.

Chris recently completed the highly ambitious '*Gravity*' – with Director Alfonso Cuarón for Warner Brothers. Opening the Venice Film Festival in 2013 – the film has received near universal praise for its use of the 3D's close relationship with the narrative.

In 2014 – Chris' work on '*Gravity*' received the prestigious '**Best Stereography**' award from the International 3D and Advanced Imaging Society.

Chris has also designed and supervised the 3D across leading features '*Jack The Giant Slayer*', the BAFTA award winning '*Flying Monsters 3D* with David Attenborough' and '*Inside The Mind of Leonardo*'.



Angus Cameron - Vision3 Founding Partner & Post Stereographer

Angus is co-founder and Post Stereographer for Vision3, having set up the company with Chris Parks in 2008. With over 20 years industry experience in Visual Effects and Stereography he has worked on over 60 projects in features, broadcast and commercials. His wealth of international experience has seen him supervise projects in the UK, Australia, New Zealand and Canada.

Angus has worked on both native stereo and post conversion films including one of the earliest conversion tests on 'King Kong' for Peter Jackson. More recently he has supported Cinesite on the conversions for 'John Carter' (Disney) and 'WWZ' (Paramount) and is currently co-supervising the conversion of 'Edge of Tomorrow' for Warner Brothers.

As post stereographer Angus has worked closely with a variety of DI and VFX companies to maximise the potential of native projects and to ensure the seamless integration of CGI into the stereo captured images. This approach was highlighted by the recent 'Natural History Museum – Alive' David Attenborough documentary for Sky, 'Inside the Mind of Leonardo' for the History Channel and 'Flying Monsters 3D' also for Sky.

Angus provided additional stereography on Gravity (Warner Brothers) working closely with Chris Parks as well as supervising the post stereography on 'TT3D: Closer to the Edge' (CinemaNX) and the '3D Olympic Idents' (BBC).

Prior to founding Vision3 Angus has worked with post production companies around the world, including WETA, Millfilm, Meteor Studios, The Magic Camera Company, Photon VFX and consulting for the BBC.



Dr. Ralf Schäfer - Head of the Image Processing Department of Fraunhofer HHI

Ralf Schäfer received his Dipl.-Ing. and Dr.-Ing. degrees both in electrical engineering from the Technical University of Berlin. In October 1977 he joined the Heinrich-Hertz-Institut (HHI) in Berlin. Since 1989 he is head of the Image Processing Department, where he is responsible for about 75 researchers and technicians. His R&D interests cover all areas around images and video, from capture to display and from algorithms to silicon.

Ralf Schäfer is member of the German „Society for Information Technology“ (ITG), where he is chairman of the experts group „Digital Coding“. Furthermore he is member of the German „Society for Television and Motion Picture Technology“ (FKTG), where he belongs to the URTEL Award Committee. In 1986 he received the paper award of the ITG and in 2000 the Richard Theile Medal of the FKTG.



Phil Streater – CEO and Stereo Supervisor of Principal Large Format

Phil Streater, CEO of Principal Large Format (www.plf.cc), which he founded in 1998, is one of the UK's leading 3D exponents. As well as being an active producer (creator and producer of the multi award winning IMAX 3D film Bugs!, co-producer for Merlin Entertainments' London Eye 4D Experience, producer of Carmen in 3D and Madam Butterfly 3D for RealD and the Royal Opera House, co-producer with OSF of Meerkats 3D for National Geographic and Sky 3D) Phil is also passionate about 3D training.

With a Skillset/Sky 3D grant Phil devised and ran the Advanced 3D Training programme in the UK in 2011 and 2012 (www.advanced3d.co.uk).

Phil has just finished a year exclusive 3D consultancy with BBC World Wide and is in now development on 3D IMAX films about bumblebees and beavers.

Phil has run 3D Masterclasses at: NAB, IBC, Jackson Hole Wildlife Film Festival, Wildscreen Film Festival, GSCA and the Edinburgh International Film Festival.



Simon Craddock - Founder & CEO of ONSIGHT

Simon Craddock founded ONSIGHT, a leading facilities company, over 20 years ago and has been working at the forefront of technology for his entire career. He and the team at ONSIGHT provide a unique end-to-end service in the UK, offering both camera and post production solutions in various formats. They are renowned for groundbreaking stereoscopic 3D projects and partner with key contributors to the space, such as 3ality Technica, SGO and Sky. Credits include the first 3D programme to win a BAFTA, Flying Monsters 3D with David Attenborough, the International 3D Society Lumiere Award-winning Kingdom of Plants 3D and the International 3D Society 3D Creative Arts Award-winning Little Crackers.



Dr. Sebastian Knorr - Founder & Managing Director of imcube labs

Sebastian Knorr is the head of the R&D knowledge management and know-how transfer department of imcube labs GmbH and 3D conversion supervisor of imcube 3D Solutions. Between 2002 and 2009 he worked as senior researcher in the field of 3D image processing and computer vision in the Communication Systems Lab at Technical University of Berlin, Germany. During this time he was involved in several European Networks of Excellence, e.g. VISNET and 3DTV. In 2007 Dr. Knorr invented the process of automatic 2D to 3D image conversion with highly advanced computer vision technology. He received the Dr.-Ing. degree (Ph.D.) with highest honors in 2008, respectively.

Dr. Knorr is a member of the Institute of Electrical and Electronics Engineers (IEEE), the Association for Computing Machinery (ACM) and the German Society of Television- and Cinema Technology (FKTG e.V.). He received the German Multimedia Business Award of the Federal Ministry of Economics and Technology in 2008, and was awarded by the initiative “Germany-Land of Ideas” which is sponsored by the German government, commerce and industry in 2009, respectively. In 2012 he received the Scott Helt Memorial Award for the best paper published in the IEEE Transactions on Broadcasting in 2011.



Sönke Kirchhof- Founder, Producer and Stereographer of reallifefilm international GmbH

Sönke Kirchhof works as producer, stereographer and consultant. He is also a sought-after instructor for workshops and lectures at universities and private academies.

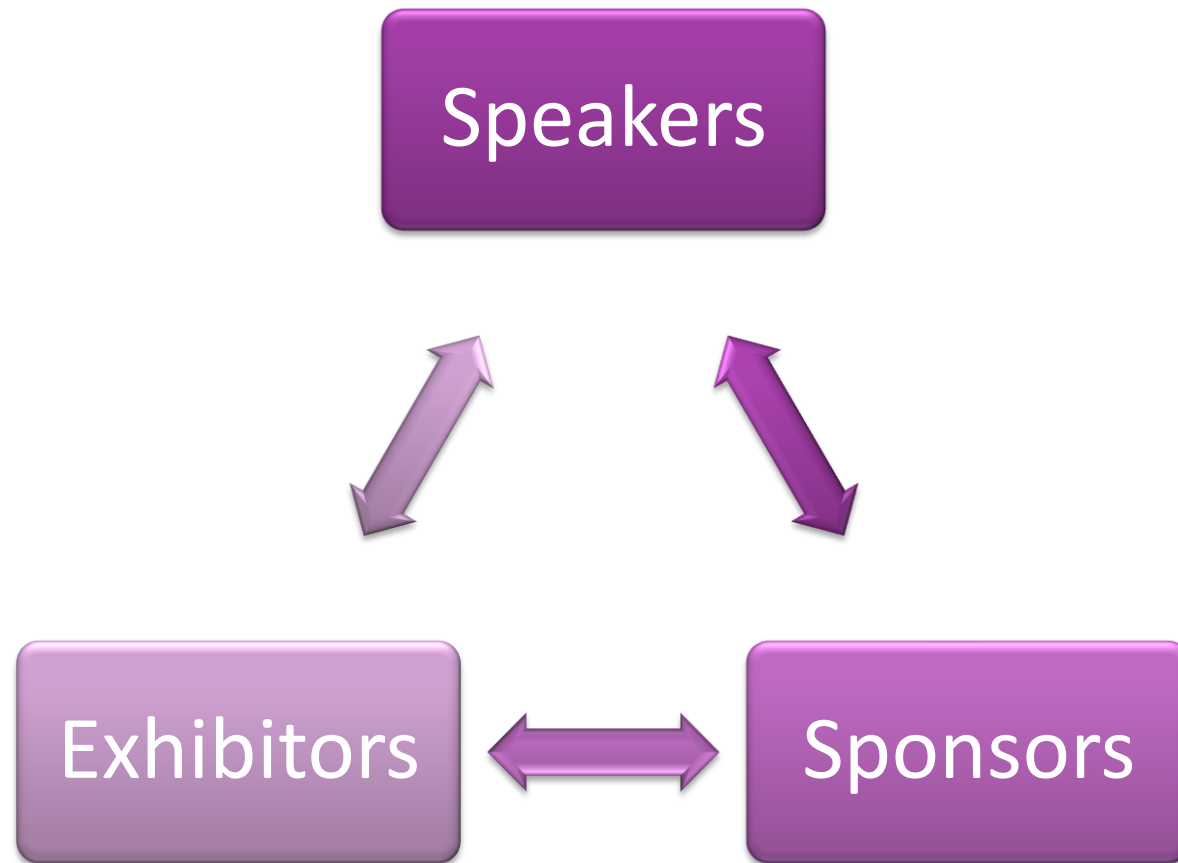
In 2006 he founded reallifefilm international GmbH (rlf int), a Company highly specialized in research and development as well as stereoscopic (S3D) filmmaking from development to postproduction. With his expertise, he is involved in all kinds of S3D Projects, from Live Broadcast to Feature Film Projects.

Partners and Clients of reallifefilm international belong to research and development institutions (e.g. Fraunhofer / Heinrich Hertz Institute, 3D Innovation Center) and Industry-Leading Companies (e.g. Walt Disney Studios and ARRI)



David Rivero's role as Mistika and post production specialist is built on a wide range of position experiences within the field in the last 6 years, starting as editor, and becoming quickly an efficient VFX artist and 3D animator, and eventually getting to a central position in finishing systems such as Mistika, becoming a workflow core easily integrable with any kind of team and project. He's also an experienced partner with SGO; managing clients, new products' features and testing.

WHAT WE ARE LOOKING FOR?

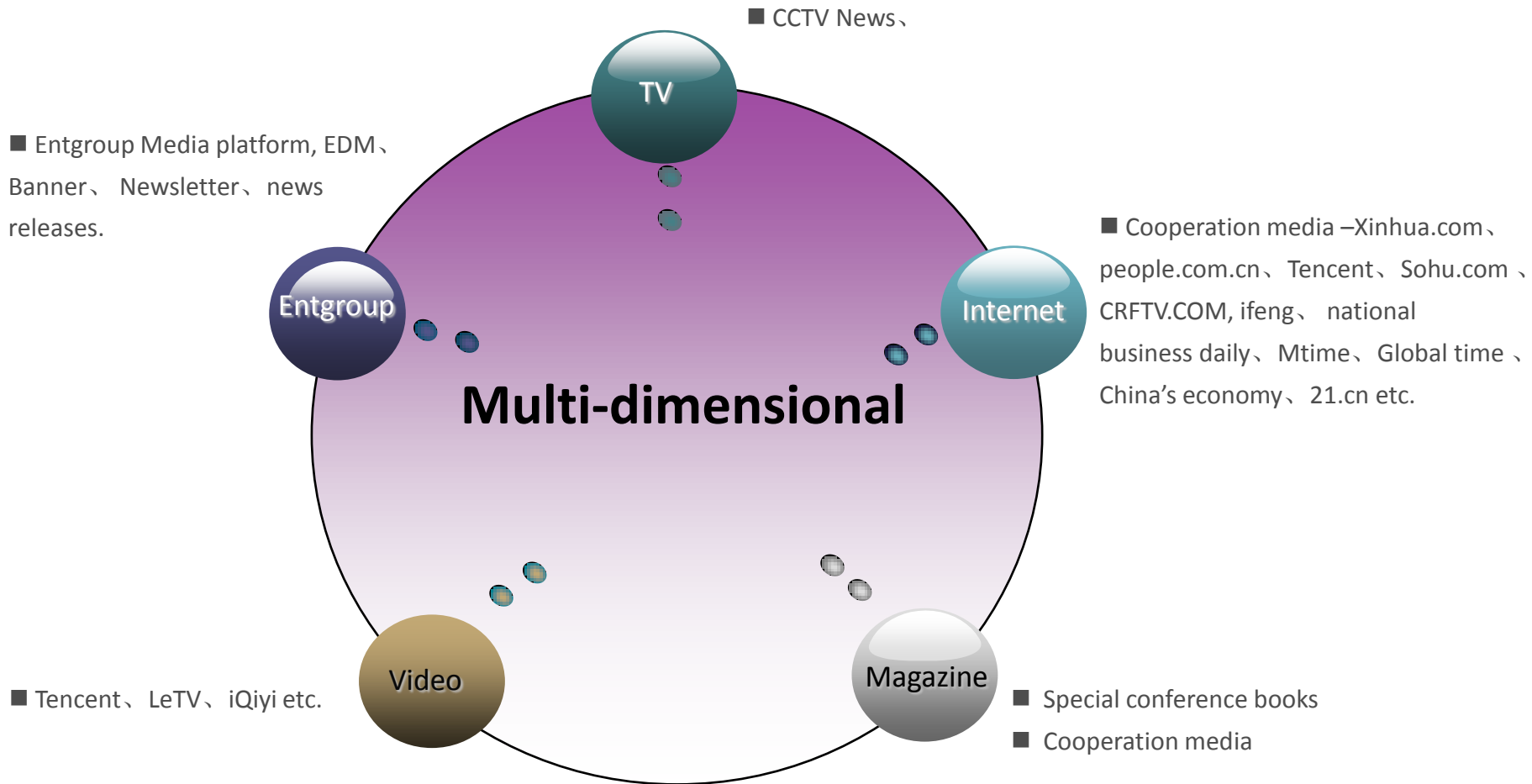


WHAT CAN YOU GET ?

Benefit/ Sponsor level	Official Website & Entgroup.cn Media promotion				Onsite promotion				Conference materials		Additional Benefits	
	Media Report	Home page banner	Logo	EDM	Media interview	Exhibition stand	Video	Keynote speech	Back board logo	Conference book AD	Business talk	Meet the Expert
Platinum	☆	☆	☆	☆	☆	☆	☆	☆	☆	☆	☆	☆
Golden		■	■	■	■	■			■	■	■	■
Silver		□	□		□	□			□	□		
Exhibitor			★			★			★	★		

WHAT CAN YOU GET ?

Benefit	Description
Media report	Platinum Sponsor only: Full participation in the conference, early propaganda, live broadcasting, follow-up report
Home Page Banner	Home page banner. Unique sponsor 4 weeks, platinum sponsor 3 weeks, golden sponsor 2 weeks, cooperation sponsor 1 week.
Logo	LOGO on the official website of the event
EDM	Email direct marketing
Media Interview	Assistance for the arrangement of group interviews and exclusive interviews.
Keynote Speech	Platinum Sponsor only: 20 minutes keynote speech
Backboard logo	Sponsor's logo on our backboard
Conference books AD	1 page AD. Materials will be provided by sponsors
Exhibition Stand	3m*3m booth in the exhibition area of the venue
Others	All the sponsor can put one X- stand, publicity materials with the bag or on the register table.



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