



**3D EVOLUTION**

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# Mission Statement

3D Evolution (3DE) is an emerging 3D content production company based in Vancouver, BC Canada with an emphasis on Second Screen (portable devices, i.e. smart phones and tablets) distribution.

Using a proven proprietary 3D Stereo Camera Rig (3DE-SCR) and Reel Production Methodology (RPM), 3DE has realized the capability of creating theatrical quality productions at a fraction of the cost associated with traditional 3D systems and productions.

# Foundation of 3D Evolution



Traditional and Converted 3D productions are costly, time consuming, and restricted primarily to major studios and releases.

3DE addresses these inefficiencies by providing a versatile, stable platform that can be adapted to virtually any environment.

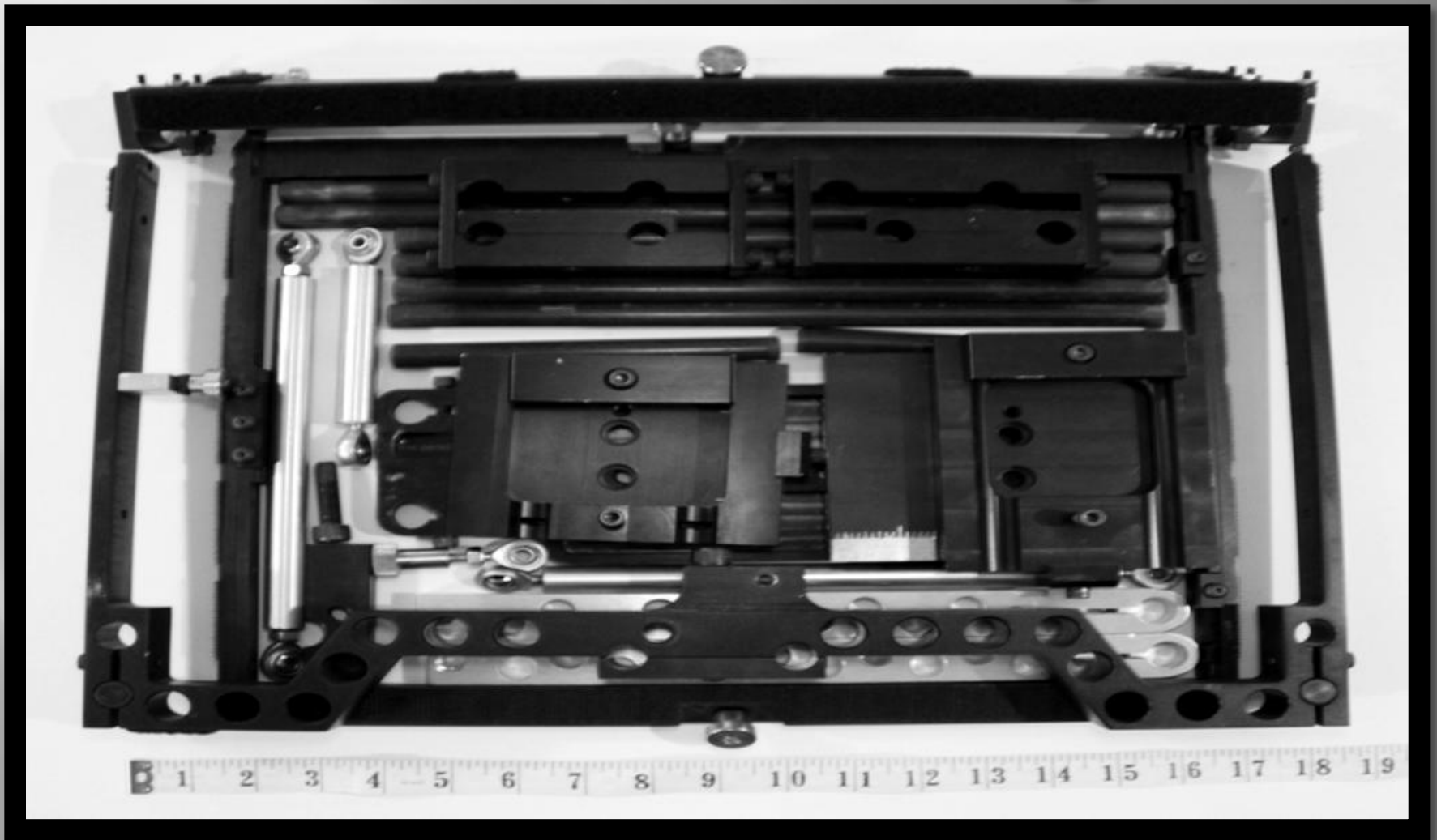
The result is inexpensive, theatrical quality 3D content produced at a minimal increase to existing 2D budgets.

# 3D Evolution

## Stereo Camera Rig Advantages

- Light weight, compact, versatile
- Stable in all axes
- Compatible with all major brands of cameras
- Cost effective
- Theatrical production values
- Available in 5k and 6k (IMAX like quality) resolution
- Compatible with emerging technologies; Oculus (Virtual Reality), Hologram

# 3D Evolution Stereo Camera Rig



# 3D Evolution Stereo Camera Rig



# Proof of Concept

In 2013, 3DE met with Sony Pictures Studios, International 3D & Advanced Imaging Society, and Phase4 Films, to discuss the capabilities of the 3DE-SCR and RPM. The outcome of these meetings were very positive. Based on our discussions, 3DE produced Conan: Iron Shadows to qualify and quantify our concept's viability.

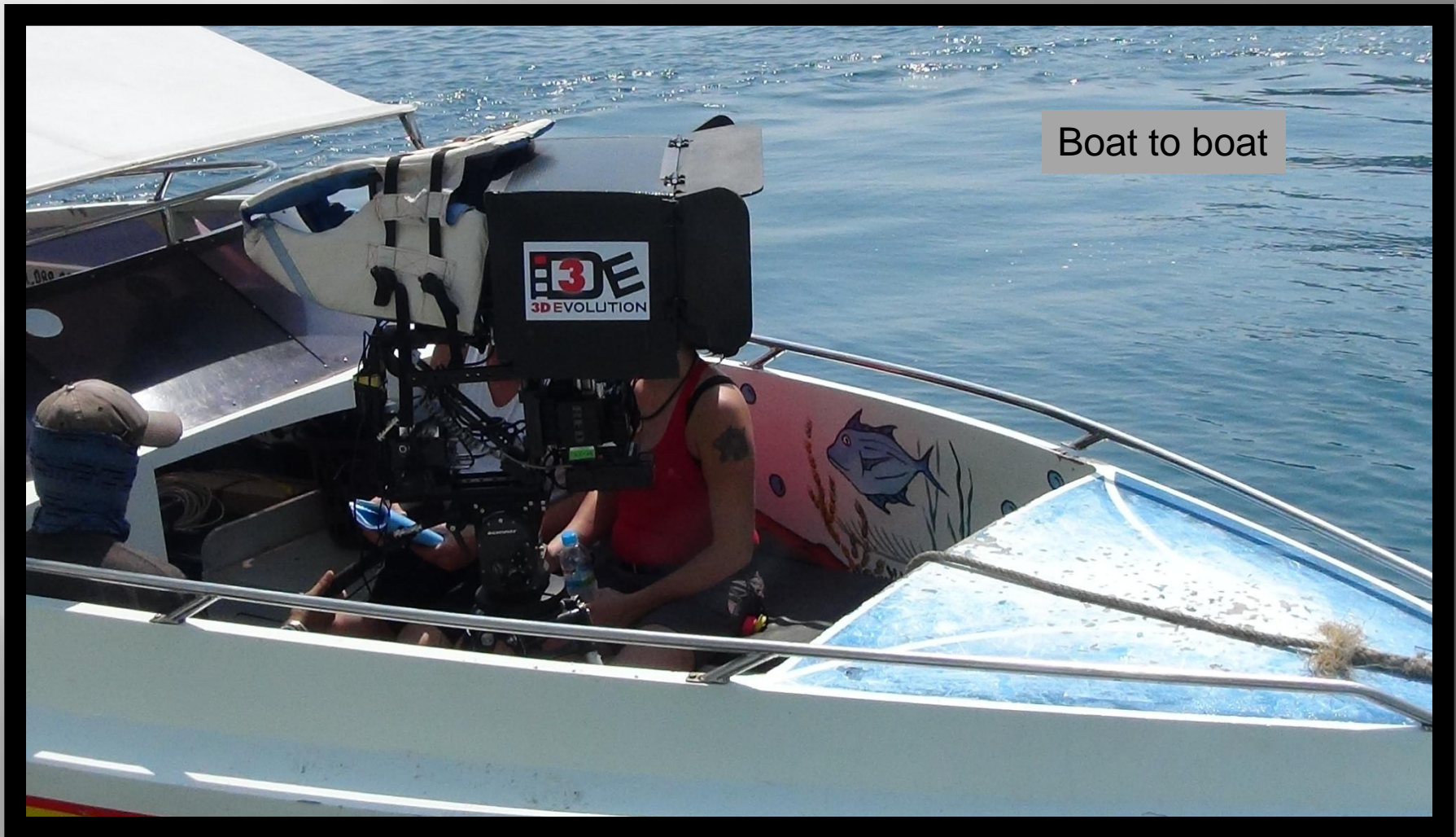
# Proof of Concept

## Test Footage

Shot on location in Thailand, technically challenging scenarios were employed to produce a worst case baseline:

- Filming on water while maintaining shot integrity
- 3DE-SCR was used handheld in rough jungle terrain
- A spreader bar manufactured from rope and bamboo
- A highline configured from bamboo and rope with the 3DE-SCR travelling suspended from a free floating single point pulley
- A scooter used as a dolly on a dirt trail in the jungle

# Proof of Concept



Boat to boat

# Proof of Concept

Raft to boat



# Proof of Concept



Handheld

# Proof of Concept



Spreader bar

# Proof of Concept



Spreader bar  
on crane

# Proof of Concept



Highline configuration

# Proof of Concept



Scooter (“Thai”) dolly

# Proof of Concept

## Test Footage Results

- Shoot scheduled for 15 days; shot in 12.5 days
- Average shoot day, 9 hours
- Average set up time, 20 minutes
- Average of 21 set ups/day
- Calibration verification once a day, 20 to 30 minutes
  - Following initial calibration, further daily calibrations were not required regardless of the stresses placed on the 3DE-SCR
- Lens changes including Follow-Focus calibration in under 2 minutes

After overcoming language barriers, jungle, mountainous, and aquatic locations, our results confirmed the rigs integrity and quality of the footage shot.

# Proof of Concept

“Overall the stability on the extreme footage (camera mounted on the back of a scooter on what looked like a dirt trail) was better than some footage that I’ve seen from \$200M films that were filmed under similar circumstances.”

“.... the quality produced from this rig is very high. The 3DE-SCR can easily achieve Theatrical quality stereo footage at 5k and 6k resolutions.”

“.... alignment can be dialed in to ~0.015 of a millimeter, or ~2 pixels at 5k resolution.”

Colin Jenken, Technical Art Director

(Part of the award winning technical team at Gener8 Media Corp. <https://www.gener8.com/>)

# Workflow Benefits

## Pre-production phase

- Reduced 3D camera department/crew (Iron Shadows was shot with a five person camera crew, including two 3D technicians)
- Minimal 3D camera preparation time required

## Production phase

- Increased stability
- Reduced 3D camera department/crew
- Reduced camera set up times
- Reduced 3DE-SCR calibration and lens changes
- Reduced shooting schedule (For Iron Shadows)

## Post-production phase

- Within ~2 pixels (~0.015mm) of alignment at 5k resolution
- Reduced overall 3D post production costs

# The Evolution of Content Delivery and Consumption



Today's consumers have more options than ever to satisfy their entertainment needs. In large part this paradigm shift, or dynamic modernism, has been driven by new technologies specifically smart phones and other portable devices.

The continued integration of 3D and other high level technologies into Second Screen devices will further serve to enhance and influence how consumers access and relate to media.

# Mobile Phone Usage

## 2014 WORLD MOBILE PHONE USAGE

TOTAL  
POPULATION



7.26  
BILLION

URBANISATION: 53%

ACTIVE  
INTERNET USERS



2.95  
BILLION

PENETRATION: 42%

ACTIVE SOCIAL  
MEDIA ACCOUNTS



2.03  
BILLION

PENETRATION: 28%

ACTIVE UNIQUE  
MOBILE USERS



3.63  
BILLION

PENETRATION: 50%

ACTIVE MOBILE  
SOCIAL ACCOUNTS



1.56  
BILLION

PENETRATION: 22%

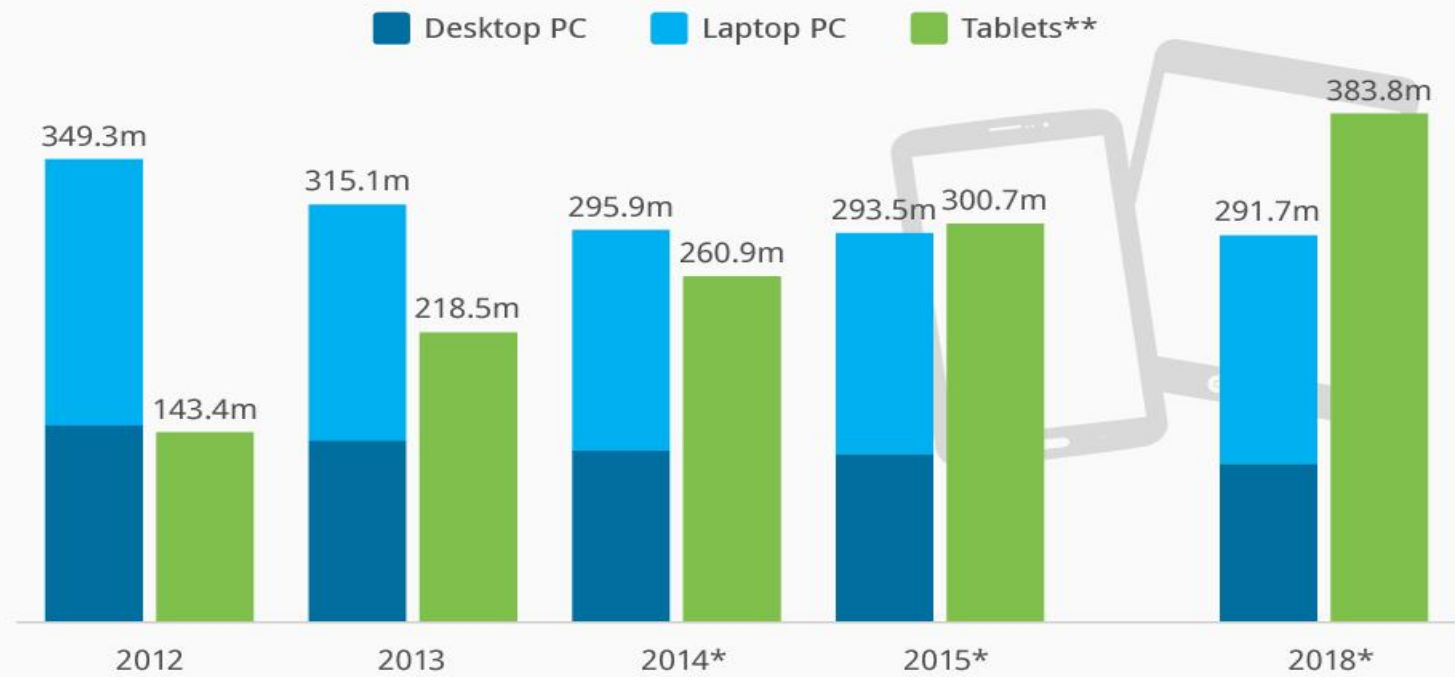
[www.streettoolz.com](http://www.streettoolz.com)

streettoolz  
DATA FROM MANY SOURCES

# Tablet Penetration

## Tablets to Outsell PCs Worldwide by 2015

Forecast of global tablet and PC shipments (in million units)



\* IDC forecast

\*\* includes hybrid devices such as Microsoft's Surface RT

Source: IDC



# Partnership Opportunities

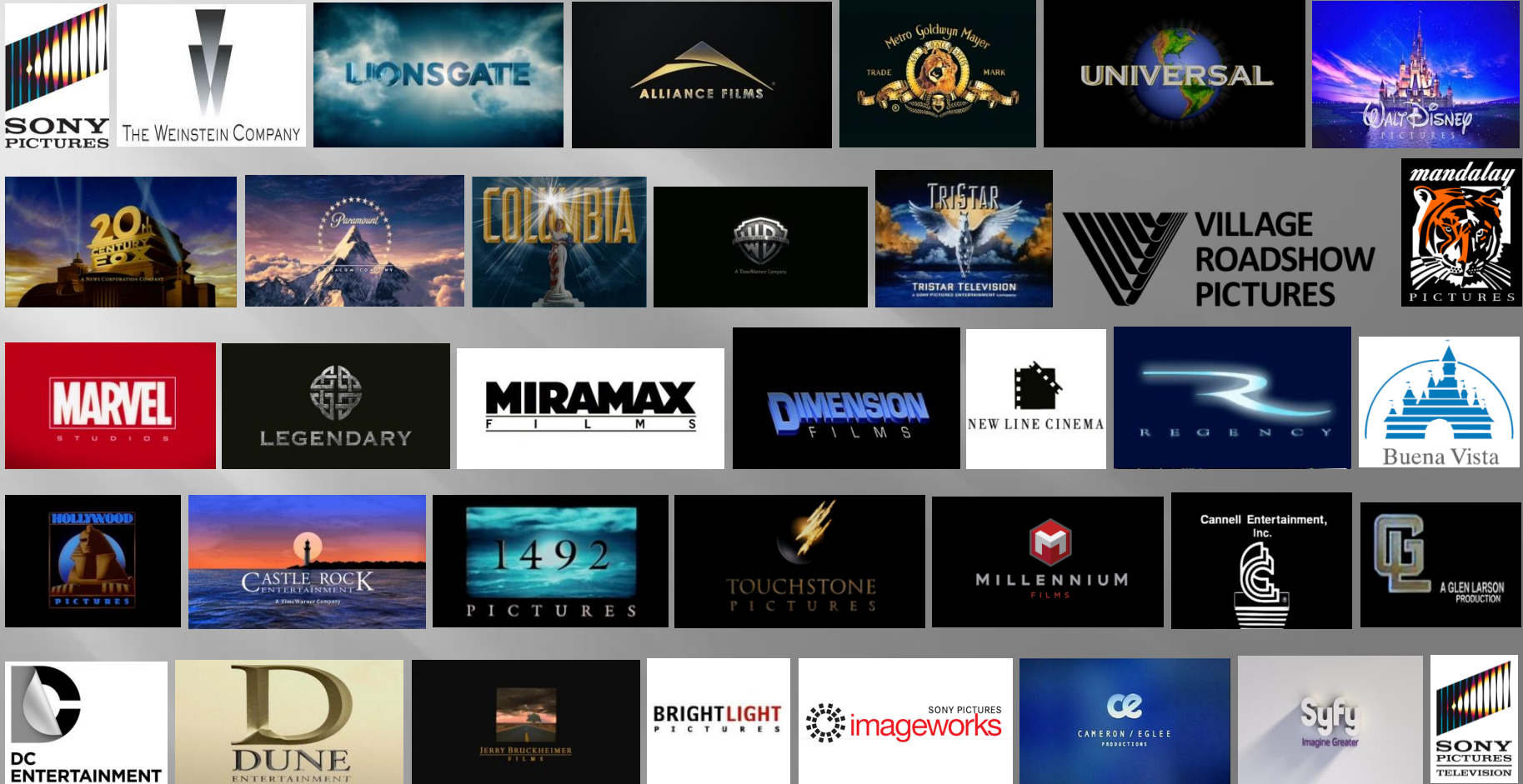


The barriers to entry into Second Screen vertical markets are declining and consumers will continue to demand alternatives in how they select and interact with media.

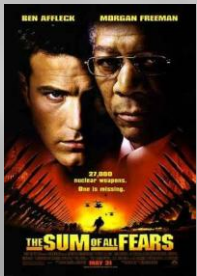
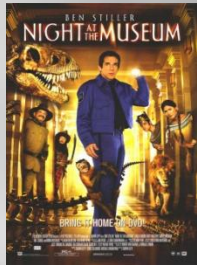
With our proprietary 3DE-SCR and RPM, 3D Evolution are equipped to co-develop Second Screen content, platform customization, and distribution opportunities based on proven technology, third party verification, and real world experience.

3D Evolution and our colleagues have over fifty-five years of combined experience working with studios and productions worldwide. After three years of Research and Development together with our proof of concept, we now welcome the opportunity to meet in person and discuss in greater detail our 3DE-SCR and RPM capabilities, prospectus, and candidacy for partnership.

# Studio Experience



# Selected Productions



# Contact Information

## Co-Founders

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