Media Contact:
Robin Dwyer
619-234-0345
dwyer@formulapr.com

LEGEND3D PROVIDES 3D CONVERSION FOR 2012 BEST VISUAL EFFECTS OSCAR NOMINEES

Industry Leading 2D-to-3D Conversion Studio Contributes to Masterful Storytelling in Hugo and Transformers: Dark of the Moon

SAN DIEGO (Feb. 6, 2012)—On the heels of the 84th Academy Awards® nominations, Legend**3D**, Inc., the leading innovator in 2D-to-3D conversion technology, is pleased to announce its role as a primary conversion partner for two of the films honored in the 2012 Academy Award for Best Visual Effects category. Legend**3D** was selected as the sole conversion partner to seamlessly convert invaluable vintage scenes for Martin Scorsese's stereoscopic debut film, *Hugo,* which collected three International 3D Society Creative Arts Awards on Feb. 1. Tasked with working with Michael Bay to utilize conversion technology, Legend**3D** also helped enhance the storytelling for more than 75 minutes of live-action scenes that comprised the blockbuster hit, *Transformers: Dark of the Moon.*

Martin Scorsese, director of *Hugo*, 2012 Academy Award nominee and International 3D Society award winner, said, "It was crucial for us to include actual footage from Georges Méliès' *A Trip to the Moon* and *The Merry Frolics of Satan* in our film. We relied on Legend**3D**'s conversion expertise to bring these beautiful images to life in 3D."

2011 Highlights and Academy Award Nominations

The 84th Academy Awards will air live on Feb. 26, 2012, at 7:00 p.m. EST, on ABC. Highlights of Legend**3D**'s collaboration with this year's nominated films include:

- *Hugo*, with 11 Academy Award nominations, required 2D-to-3D conversion for a variety of vintage 2D material across three key sequences in the film. Legend**3D** restored, colorized and converted to 3D the key historical and renowned footage from Georges Méliès' *A Trip to the Moon* and *The Merry Frolics of Satan*, as well as new footage of Ben Kingsley in his role as Méliès.

- *Transformers: Dark of the Moon* was comprised of a hybrid of live-capture and converted 3D content whose quality was indistinguishable from each other. Director Michael Bay called on Legend**3D** for its stereo expertise and ability to deliver high quality conversion work, which allowed him to seamlessly and successfully intercut the captured and 3D CGI material with the converted content throughout the film.

Dr. Barry Sandrew, founder, CCO and CTO of Legend**3D**, added, "It is an honor to know that the contributions of our skilled stereographers and stereo artists at Legend**3D** resulted in the creation of dynamic 3D scenes that allowed the Oscar nominated VFX teams to fully embrace this medium and immerse moviegoers in the on-screen action. Having the Academy recognize the superior visual effects of these nominated films only further solidifies the vital role conversion plays in augmenting the caliber of today's 3D projects."

2012 Preview: *Top Gun* in 3D

(more)

To further meet the rising consumer demand for 3D entertainment, Legend**3D** will continue to build upon another successful year, recently having been selected by Paramount to provide the company's creative artistry and proprietary 2D-to-3D conversion process to the highly-anticipated 3D theatrical release of Tony Scott's classic *Top Gun.* The remake of this film joins the roster of other noteworthy Legend**3D** projects that are expected for release.

For a unique perspective on the power of stereography and neuroscience in filmmaking, read the new blog by Sandrew: "Reflections on the Growth on 3D." His post "Engaged in 2D and Immersed in 3D" examines how the brain interprets stereopsis—shining a light on the powerful emotional response evoked by well-executed 3D imagery and ultimately dissecting the popularity of this emerging phenomenon to reveal how it is leveraged to optimize the content creator's intent.

For more information about Legend**3D**, please visit www.Legend3D.com. For press inquiries, contact Robin Dwyer at 619-234-0345.

About Legend3D

As the largest U.S.-based 3D conversion studio in the film industry, Legend**3D**, Inc. is a dynamic digital media and visual effects company. Founded in 2001 by Dr. Barry Sandrew, Legend**3D** utilizes patented 2D-to-3D image conversion technologies to enhance filmmakers' storytelling by creating the highest-quality dimensional conversions. Legend**3D** is the most experienced 3D conversion company in the industry and has completed 3D conversions for major motion pictures such as *Hugo, Transformers: Dark of the Moon, Pirates of the Caribbean: On Stranger Tides, The Smurfs and Green Lantern.* Legend**3D**'s clients include Bay Films, Paramount Pictures, Warner Bros. Pictures, Columbia Pictures, Sony Pictures Animation, Sony Pictures Imageworks, Walt Disney Studios, DreamWorks Animation, Lionsgate, Screen Gems, Hewlett Packard, M&M Mars, New Balance, the Michael Jackson Tour, and MTV. Legend**3D**'s conversion artists are rapidly setting the industry standard for 2D-to-3D conversion and continue to help filmmakers connect with audiences worldwide. For more information, visit www.Legend**3D**.com.

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