



Legend3D nabs Hummel as prexy

Prime Focus exec jumps to rival 3D conversion firm

By [David S. Cohen](#)

3D conversion company Legend3D has lured Rob Hummel from rival Prime Focus to join the company as prexy.

Hummel is based out of Legend3D's Hollywood offices in the CNN building and reports to chief operating officer and chief technology officer Barry Sandrew and CEO David Martin. He is tasked with serving as a liaison with studios and filmmakers.

Sandrew steps aside as Legend3D prexy to make room for Hummel. Sandrew said he will focus on 3D and visual effects technology.

Hummel, who was previously CEO of post production, North America, for Prime Focus, took a jab at his former employer on the way out.

"I like the fact that Legend is willing to say 'No,'" Hummel told Daily Variety. Prime Focus was criticized in 3D circles for accepting Warner's "Clash of the Titans" conversion on what is now generally considered a too-tight deadline.

Hummel said he got to know Legend well over the past year, as the two companies have been friendly competitors and have worked together on several projects.

"They (Legend) recognize that 3D cannot be presented with compromises," Hummel said. "Everything you do must be first quality or you're going to throw the baby out with the bath water and damage this whole 3D initiative."

Legend3D's slate includes five feature films, said Sandrew, but he declined to reveal their titles, citing nondisclosure agreements.

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Hummel