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3D Entertainment Preliminary Conference Agenda

Monday, December 1, 2008

Event Hours: 8:30-6:00 pm

8:30am - 8:55am	Opening Remarks - Bob Dowling, Conference Chairman
9:00am - 9:45am	Opening Keynote Address - Jeffrey Katzenberg, Chief Executive Officer & President of Dreamworks Animation Inc.
10:00am - 10:45am	The Business Case for 3D Presenter: Charlotte Jones – Screen Digest Known for her industry report, The Business Case for 3D, Ms. Jones will set the stage for the day and establish the baseline for the 3D marketplace, demystify the smoke and mirrors surrounding 3D and discuss what's in the horizon.
11:40am - 12:25pm	Panel Session Topic - 3D and The Art of Storytelling In entertainment it always begins and ends with the story. With the advent of 3D technology the story tellers can transform the audience into the emotional experience as never before. Sony Image works will introduce attendee's to the newest form of creative expression: 3D story telling.
12:30pm - 1:00pm	Lunch Keynote - To Be Announced
1:00pm - 1:30pm	Networking Lunch
1:45pm - 2:35pm	Panel Session Topic - Let's Talk about the Issues from a Distribution Point of View Entertainment is always about the product and how to get it to the consumer. Digital delivery offers theater owners and all other venues virtually immediate access to entertainment products from around the world. Until the cost of the digital build out is reconciled the film distributors and theater owners will have to wait on 3D, but the content makers are lining up to release more and more exceptional 3D product. It is happening. How soon will it be fully functional is the question.
2:45pm - 3:30pm	Panel Session Topic- Alternate Programming in Theaters Movie theaters are simply auditoriums for the consumer entertainment experience. With the advent of digital entertainment and the addition of 3D capability, theaters will be able to offer, sports, operas, Broadway and every conceivable form of entertainment from anywhere in the world. The local theater will potentially become the world wide entertainment hub.
4:15pm - 5:00pm	Panel Session Topic - The Impact of 3D On the Future of Gaming Gaming is the ultimate hands on experience. All entertainment is moving rapidly to interactive platforms and games lead the way. Gamers are the fastest to create in the leading edge technology and they will be the first to adapt to the rising interest in 3D in game environments.
5:00pm - 6:00pm	Evening Networking Reception

Scheduled presenters to date include:

Jeffrey Katzenberg
Chief Executive Officer and President of Dreamworks Animation Inc.

David Hill, A.M.
Chairman & CEO, Fox Sports Television Group

Michael Lewis
Chairman, CEO & Co-Founder, Real D

Joshua Greer,
President & Co-Founder, Real D

Eric Brevig
Director, Journey to the Center of the Earth

Charlotte Huggins
Producer, Journey to the Center of the Earth

Sandy Climan
CEO 3ality Digital, LLC

Steve Schklair
CEO, 3ality Digital Systems

Vince Pace
Founder & CEO, PACE

John Fithian
President and CEO, NATO

Buzz Hays
Senior Producer, Sony Pictures Imageworks

Chuck Viane
President of Distribution, Disney Pictures

Vincent Maza
Solutions Marketing Manager, Avid Technology, Inc.

Event Sponsors:



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3D Entertainment Preliminary Conference Agenda

Tuesday, December 2, 2008

Event Hours: 8:30-5:00 pm

8:30am - 8:55am	Opening Remarks – Bob Dowling, Conference Chairman
9:00am - 9:45am	Opening Keynote Address – David Hill, A.M., Chairman and CEO, Fox Sports Television Group
10:00am - 10:45am	Panel Session Topic – Will 3D Win Over Wall Street: Where is the 3D Market and Just How Big is it? Wall street even at the most challenging times is always looking for profitable businesses. It is said entertainment is recession proof and if 3D puts more consumers in the theater, for longer periods of time the net result will be an increase in business, something Wall Street is passionate about.
11:40am - 12:25pm	Panel Session Topic –Broadcast TV Who is Leading the Pack? In February '09 all households will convert to digital acquisition of television. The reality is however that the difference will not be apparent to the consumer, at least not until something changes that is able to capture the interest of the consumer. 3D capable TVs will do just that. All sports when broadcast in 3D take the fan into the action as never felt before. The experience of seeing the game will be replaced by being "in" the game.
12:30pm - 1:00pm	Lunch Keynote - To Be Announced
1:00pm - 1:30pm	Networking Lunch
1:45pm - 2:35pm	Panel Session Topic - Alternate Uses for 3D; Advertising In Theaters and in TV When anything new comes along the advertiser is always the first to figure out how to exploit it, so too with 3D. The consumer will be looking for more and better ways to enjoy their new 3D enabled television sets and the wise advertiser will convert their messages into a 3D format that will transform the message into a never before felt reality. With 3D capable theaters the ability to display commercials in 3D is sure to raise interest as well.
2:45pm - 3:30pm	Panel Session Topic - Post Production Issues When the photography is finally in the computer is the time many films really begin. Scenes change, moods change, chronology is switched and emphasis re directed. Post production on any film is in many ways film making itself but in 3D the challenges are far greater. In 3D the director has depth to deal with, focus to alter and transition to consider. The post production pros will discuss what the differences of 3D post are and how a film director and editor can create a completely different and unique film in 3D.
4:15pm - 5:00pm	Featured Session - 3D Futurists Panel

Scheduled presenters Continued...

Jim Tharp
President of Distribution,
Paramount, Motion
Picture Group

James Miller
Partner, Stereo Pictures

Charlotte Jones
Senior Analyst, Film
and Cinema, Screen Digest

Lloyd Walmsley
Vice President Media
& Entertainment,
Thomas Weisel Partners

Jeffrey B. Logsdon
Managing Director, Media &
Entertainment, BMO Capital
Markets

Peter Cane
Publisher, Box Office Magazine

Marty Shindler
CEO, The Shindler Perspective, Inc

Andrew Oliver
Co-Founder & CTO, Blitz Games
Studios, Ltd.

Neil Schneider
President, Meant to
Be Seen

James Stewart
Producer/Director,
Geneva Film Co.

David Cohen
Associate Editor,
Features, Variety

**Please note speakers and sessions are subject to change

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