

# Bournemouth Odeon team put on quite a show for University's 3D week



- \* 3D stereoscopy
- \* 3D camcorders and rigs
- \* 3D post-production
- \* 3D screenings
- \* 2D to 3D conversion
- \* 3D television
- \* 3D cinema
- \* 3D games
- \* 3D or not 3D? debate

plus drinks parties and networking events with prizes

see programme information and updates at [www.bsma.ac.uk/3dweek](http://www.bsma.ac.uk/3dweek)

with assistance from: AVID, Adobe, Panasonic, JVC, Sky Television, Nvidia, ODEON Group and others



Towards the end of November, Bournemouth University, the Arts University College at Bournemouth and the Bournemouth Skillset Media Academy put on a special week long mini-season of 3D related events, intended to highlight to students the importance of the various facets of 3D, at a time when 3D's re-emergence is making a major impact on cinema, TV and computer gaming. Many of Bournemouth University's graduates are rapidly snapped up to work in the post-production and gaming businesses, and the Academy is very proud that some 50 of its students were selected to work on the special effects for *Avatar*, as can be seen from a careful perusal of that movie's credits.

Different events throughout the week addressed 3D stereoscopy, 3D post production, 3D shooting, 3D television and 3D cinema exhibition, and the organisers had managed to attract some of the top experts in the various areas to make presentations to the students and to answer their questions. The programme was refreshingly different, with a range of presentations, demonstrations, screenings, workshops and debates in venues that included the Westbourne pub in Bournemouth (where better to show students the advantages of Sky 3D television?), the Odeon Cinema in



Bournemouth, to demonstrate 3D digital cinema at its best, and several campus-based sites.

In order to be able to mount such a wide-ranging event the Bournemouth Skillset



Media Academy team were delighted to receive help from companies including ADOBE, AVID, NVIDIA, JVC, Panasonic, The Foundry, ODEON Group, Sky Television and Teletest.

Showing a 3D movie as part of a series of presentations was a quite a challenge for the organisers, and after discussions with Spencer Clark, General Manger of the Odeon, Bournemouth, and Darren Payne, Chief Projectionist, (with some tough negotiations over cinema hire rates, I gather!) it became apparent that the best way forward was to put on the 3D cinema related events at the Odeon. Darren and the team proved enormous helpful, and made all the necessary arrangements to project 'slides' from a laptop directly as 'alternative content' through the NEC 2000 digital cinema projector serving Screen 6, as well as organising the showing of the 3D movie, which has become commonplace for them in recent times.

After an introduction from Murray Weston, Co-Director of the Skillset Academy team, the audience of students was shown a set of 3D clips including a selection of ads and trailers, to provide the 'feel' of 3D cinema, and then Jim Slater, Managing Editor of *Cinema Technology* magazine, gave an in-depth presentation looking at the different technical systems that are being used and planned for 3D in cinemas

and in domestic television services. The large number of illustrated slides were ably presented by projectionist Brett Miley, who did a good job in keeping up with Jim's fast-changing demands! After a coffee-break in which the students could be seen enthusiastically talking about what they had heard, we returned to Screen 6 for a showing of *Streetdance 3D*, the successful low budget UK 3D feature film, courtesy of Vertigo Films. Although I confess that





*The Bournemouth Odeon projection team. L-R Brett Miley, John Forster, Darren Payne (Chief), Ian MacPherson, Jarek Szczygiel, John Pritchett*

previous experiences of watching various 'low-budget' movies had led me to start watching without much enthusiasm, I was delighted to be proved wrong, and went on to thoroughly enjoy the movie, which I have since recommended to several friends. It isn't technically perfect in its 3D composition - film-makers big and small are still learning the nuances of the 'grammar' of shooting in 3D - but after a few minutes the story and the pictures were absorbing enough that I just sat back and enjoyed the show, generally forgetting that I was watching in 3D, which to me is an important sign of a well-made movie.

After the show virtually all the students were keen to take up the offer of a tour of the projection facilities, and had to be split into several groups to allow them to do this in safety. I watched one of the groups being shown around, and was pleasantly surprised to see how interested the students were in this area of the cinema business that had previously been completely unknown to them. I watched projectionist John Pritchett explain the functions of the various bits of kit in the projection room, and was interested to see that the students asked loads of questions, which John had no problems in answering - he seemed

to be quite enjoying the experience of being exposed to the world outside the box! As well as talking about the kit, John demonstrated a number of digital cinema related tasks, including the assembly of a playlist at the NEC projector.

The 3D Week formed part of the Creative Industries iNet programme delivered through a consortium led by South West Screen, and the programme of activities was aimed at ensuring that the region's creative industries have a competitive advantage in the new global digital marketplace, driving innovation in digital technologies and generating new jobs and skills in the evolving creative economy.

**How well all these worthy aims are achieved only time will tell, but I was very pleased to see that the students would go away from their 3D week with a knowledge of the complete cinema chain, including cinema projection, and an understanding that the final result of the investment of the millions of pounds spent on a major movie is effectively in the hands of the projection team at your local cinema.**

**Jim Slater**