

FOR IMMEDIATE RELEASE

***Technicolor's Guide to 3D for Film, TV, and Everything In-Between* Premieres at NAB (National Association of Broadcasters) Convention in Las Vegas**

Las Vegas, Nevada – (April 11, 2011) – Today Technicolor launched its first industry dictionary, *Technicolor's Guide to 3D for Film, TV, and Everything In-Between*, available at Technicolor's corporate suite in the Renaissance Hotel, adjacent to the Las Vegas Convention Center where the annual NAB (National Association of Broadcasters) convention opened today. *Technicolor's Guide to 3D* is part of Technicolor's commitment to industry education and stereoscopic 3D viewing comfort, along with the company's 3D Center of Excellence, 3D Master Class (both launched in 2010), and Certifi3D 3D certification service (launched in 2011 at the Consumer Electronics Show in January).

The text and illustrations for *Technicolor's Guide to 3D* were prepared by Hollywords, based on the materials being developed for Hollywords' own *3D A to Z*, due for release later this year. The dictionary is 224 pages long and contains some 1200 headwords and 150 illustrations. The *Guide* also features a forward by Pierre "Pete" Routhier, Technicolor's Vice-President for 3D Product Strategy and Business Development and cover design by Rod Maxwell of Screaming Images (contact: rod@screamingimages.com).

Early reviews of *Technicolor's Guide to 3D* have been outstanding:

"[Technicolor], the company that brought color to motion pictures, has given us a new stereoscopic dictionary. It's a meticulous and highly detailed piece of work that will be valuable to stereographers and 3D filmmakers for years to come." — Ray Zone, 3D Producer and Author.

"Technicolor's tireless effort to tackle a very complex technical field (stereoscopic imagery) is quite simply AMAZING. Anyone involved with 3D should consult this work... the definitive dictionary of the stereoscopic (technical) arts." — Daniel Symmes, President 3-D Film Preservation Fund.

"Technicolor's 3D dictionary takes on an astounding amount of information, and, in language of admirable clarity, makes it accessible even to the technologically challenged.... 3D is a phenomenon that will not go away and Technicolor's dictionary is an invaluable resource for those who want to know how it works." — Brian McFarlane, author *The Encyclopedia of British Film*.

###

About Hollywords, LLC:

Hollywords, LLC, originally established in 2005, is located in Los Angeles, California. The company provides a family of media and entertainment (M&E) reference materials, including an online directory of industry support organizations and a range of M&E encyclopedic dictionaries that cover the full media product lifecycle across all content forms and media. More information is available at www.hollywords.org.

About Technicolor

Technicolor is home to industry-leading creative and technology professionals committed to the creation, management and delivery of entertainment content to consumers around the world. Propelled by a culture of innovation and underpinned by a dedicated research organization, the company's thriving licensing business possesses an extensive intellectual property portfolio focused on imaging and sound technologies. Serving motion picture, television, and other media clients, the company is a leading provider of high-end visual effects, animation, and postproduction services. In support of network service providers and broadcasters globally, Technicolor ranks among the worlds' leading suppliers of digital content delivery services and home access

devices, including set-top boxes and gateways. The company also remains a large physical media service provider, being one of the world's largest film processors and independent manufacturers and distributors of DVDs and Blu-ray™ discs. Euronext Paris: TCH www.technicolor.com

Editors: Technicolor's Guide to 3D for Film, TV, and Everything In-Between review copies, images, and additional information are available upon request.

Contact: info@hollywords.org