

Dashwood Cinema Solutions Adds New Stereoscopic Workflow to FxFactory

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Noise Industries announced that new development partner, Dashwood Cinema Solutions, has released its first FxPack; Stereo3D Toolbox for Stereoscopic 3D mastering. Created by Dashwood Cinema Solutions founder, Tim Dashwood, Stereo3D Toolbox is an FxFactory powered plug-in designed to work with Adobe After Effects CS3 / CS4, Apple Final Cut Pro, Apple Motion and Apple Final Cut Express applications.

Boston, MA - Noise Industries, developer of visual effects tools for the postproduction and broadcast markets, announced that new development partner, Dashwood Cinema Solutions, has released its first FxPack; Stereo3D Toolbox for Stereoscopic 3D mastering. Created by Dashwood Cinema Solutions founder, Tim Dashwood, Stereo3D Toolbox is an FxFactory powered plug-in designed to work with Adobe(R) After Effects(R) CS3 / CS4, Apple(R) Final Cut Pro(R), Apple(R) Motion(R) and Apple Final Cut(R) Express applications.

With Stereo3D Toolbox, artists can easily output their media to a wide range of Stereoscopic 3D formats (side by side, over/under, checkerboard, interlace, anaglyph) as well as manage the demuxing of side by side, interlace and over/under formatting. Comprehensive compositing features and capabilities include keyframeable x, y, z-axis convergence, individual left/right eye scale, color correction, selective flip/flop, reframing and "auto scale" compensation.

"Stereo3D was the main buzzword at this year's NAB convention," says Niclas Bahn, director of business development, Noise Industries. "It is definitely the hot topic of the year. We are ecstatic to expand our network of plug-in developers and adding the capabilities of Stereoscopic workflow to our product line."

"I have been waiting years for someone to develop a Stereoscopic 3D mastering solution for both After Effects and Final Cut Pro," says Tim Dashwood. "The efficiency and stability of the FxFactory platform allowed me to easily build a Stereo3D plug-in that supports all of the various 3D monitors. I am excited to be a part of the FxFactory family and continue to develop new applications to enhance our user base."

Stereo3D Toolbox FxPack Feature Highlights

- * Input formats: separate left/right, side by side, over/under & interlace
- * Output formats: side by side, over/under, interlace, checkerboard, anaglyph
- * Customizable Anaglyph controls (Red/Cyan, Blue/Yellow, Green/Magenta)
- * Convergence controls for x, y, z axis and individual left eye/right eye zoom
- * Auto Scale function automatically compensates for convergence settings
- * Master Reframing function for scaling and x/y reframing
- * Individual Image controls for balancing left and right eyes to each other
- * Flip, Flop & Swap controls for both eyes (ideal for beam-splitter 3D rigs)
- * Split Field feature to maintain resolution of converged text in over/under mode
- * Fully compatible with YouTube's new "yt3d:enable=true" tag
- * Accepts input from clips acquired with a DSLR and the Loreo 3D Lens in a Cap as well as products such as Cineform(R)'s neo3d or the Inition Stereobrain Processor
- * Support for super-white
- * Presets can be saved to hard drive for future use

Availability and Pricing of Stereo3D ToolBox FxPack:

Stereo3D Toolbox FxPack can be purchased from Stereo3D for \$389 (USD). A watermarked Stereo3D Toolbox demo can be downloaded from the Noise Industries website. Adobe(R) After Effects CS3, Apple Final Cut Studio 2 and Apple Final Cut Express 4 users can also sample hundreds of other FxFactory plug-ins by downloading the free 15-day trial version of

prMac: Publish Once, Broadcast the World :: <http://prmac.com>

FxFactory from the Noise Industries FxFactory link.

About Noise Industries Development Partners

FxPacks are developed by Noise Industries and its partners using the Noise Industries FxFactory Pro plug-in manager. The FxFactory Pro Plug-in Manager provides broadcast designers a user-friendly development tool to create additional effects plug-in packages for Adobe After Effects, Apple Final Cut Studio and Final Cut Express applications.

About Tim Dashwood

Tim Dashwood is the founder of Dashwood Cinema Solutions, as well as a seasoned cinematographer, director and editor. He has been shooting Stereoscopic photos as a hobby for the last decade and has more recently focused on Stereo-cinematography. Dashwood has served as a cinematographer for five feature length films, countless short films and music videos, including a number in Stereo3D. Dashwood's current projects include a stereoscopic feature-length film.

About Dashwood Cinema Solutions

Dashwood Cinema Solutions is a division of 11 Motion Pictures Limited, a Toronto, Ontario, Canada-based production company that specializes in previsualization, music videos and film production. For additional information about 11 Motion Pictures and Dashwood Cinema Solutions, please visit [11MotionPictures](http://www.11MotionPictures.com) and [Dashwood Cinema Solutions](http://www.DashwoodCinemaSolutions.com).

Stereo3D Toolbox:

<http://www.stereo3dtoolbox.com/>

Noise Industries:

<http://www.noiseindustries.com>

Noise Industries FxFactory:

<http://www.noiseindustries.com/afxfactory>

11 Motion Pictures:

<http://www.11MotionPictures.com>

Dashwood Cinema Solutions:

<http://www.DashwoodCinemaSolutions.com>

Established in 2004, Boston, Massachusetts-based Noise Industries is an innovative developer of visual effects tools for the postproduction and broadcast community. Its products are integrated with popular non-linear editing and compositing products from Apple, Adobe and Avid. For more information about Noise Industries, please visit the website.

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