

Quantel

Stereo3D.
A new dimension
for your business





Stereo3D – add a new dimension to your business

With a new stereoscopic 3D movie released every 10 days, stereoscopic 3D is now an established and profitable new business area for post and DI houses. Broadcasters too have been quick to spot its potential for increasing revenues, and leaders around the world are already offering Stereo3D programming. For example, the 2010 soccer World Cup was extensively covered in Stereo3D, and in the UK Sky is already broadcasting Stereo3D to sports bars, and expects to start delivering 3D to the home later in 2010.

Quantel has led the world in Stereo3D technology right from the start. In 2007, Quantel became the first company to introduce capabilities that made Stereo3D a practical, money-making proposition for post houses, and in 2010 Quantel delivered another Stereo3D breakthrough – the world's first complete Stereo3D broadcast production workflow.

We could not have done this movie without Pablo.

Mark Smirnoff, Modern VideoFilm on 'Avatar'

About Quantel

Quantel has built an unrivalled reputation for innovation in digital imaging. Quantel products are in front line service with leading DI facilities, post production houses and broadcasters around the world, helping them to meet and exceed their current imperatives while also providing versatile platforms for future growth and new business opportunities.

Pablo gives us the best path to expand into stereoscopic 3D... nothing else offers everything in one box.

Thomas Tannenberger, Gradient Effects

Stereo3D Post

Quantel's systems have played a central role in delivering the world's most commercially successful 3D movies. From the live action 'Hannah Montana & Miley Cyrus: Best of Both Worlds Concert' to the record-breaking 'Avatar', Quantel's Pablo and iQ have delivered more Stereo3D movies than any other system.

3D on Pablo and iQ

There are several reasons that Pablo and iQ have so quickly become the industry's first choice for stereoscopic 3D post production. First is quality – Stereo3D demands the highest possible quality and Quantel delivers it. Throughput and productivity are two key reasons; Stereo3D requires twice as much data to be stored and managed and introduces the additional complexity of ensuring the eyes remain 100% in sync. Quantel's systems handle this with ease. The final key reason is guaranteed playback. When you're showing a major client Stereo3D, everything has to be perfect – if it's not, they will notice. Quantel's guaranteed realtime, full-resolution stereo playback keeps clients happy. On top of this solid, business-building foundation is the Stereo3D toolset, which enables the director to make the most of the stereo content.

- Stereo3D timeline – allowing each eye to be viewed and worked on either individually or together using all the DVE, color, keying and text tools available
- Stereo3D convergence adjustment without rendering, giving interactive control of stereo depth and impact on every shot
- Editing – with both streams simultaneously, making 3D editing just as easy as 2D
- Sync – allowing easy alterations to individual eyes, always reviewed in their stereo context
- Comparison – 50/50 mix, left/right eye, difference map – helping to analyse and solve problems quickly
- Keystoning and color balance correction tools fix common acquisition problems easily
- Imaging – for non-parallax differences, fixing errors in either or both eyes using Pablo's VFX and paint tools. This is invaluable for dealing with lens flare, dirt, edge effects etc.
- Realtime record and playback – allowing stereo material to be ingested from, reviewed and played out to realtime devices such as the HDCAM SRW1



Sid – ‘just for 3D’ workstation

Completing the Quantel Stereo3D post production product range is Sid, a dedicated stereoscopic 3D post production workstation. Sid is available in two configurations – as a full Stereo3D online system and also as a straightforward viewing, conforming and mastering system. The former offers post houses a cost-effective Stereo3D finishing environment for client-attended work, the latter a ‘back room’ system that is also ideal for on-location viewing, shot-selection and quality control of 3D material as it is acquired.

Pablo is a natural hub for Stereo3D workflow, avoiding the time and cost of moving material between systems.

Audrey Bourdiol, FlyingS3D

The secret of producing successful Stereo3D is... experience and quality engineering, personnel and equipment such as Pablo.

Vince Pace, PACE

Stereo Pablo guarantees clients the same finishing capabilities in 3D that they are used to in the 2D world.

David Wooster, Can Communicate

Stereo3D Broadcast

Stereoscopic 3D broadcasting is already underway in the USA, UK and Japan, and all the major consumer electronics companies have launched Stereo3D capable TVs. It's no longer a case of if stereoscopic broadcasting will happen, but when it will become universally available. To make Stereo3D a success, broadcasters need the same practical, cost-effective workflows that they already enjoy in 2D, and Quantel is leading the way in making this a reality.

Complete Stereo3D Workflow

Quantel has introduced the world's first complete Stereo3D broadcast production workflow, from ingest to desktop editing and craft editing to playout. This new development delivers the same great Quantel Enterprise sQ workflow that is relied on by so many broadcasters around the world, but now, for the first time, working with Stereo3D content.

The system supports live ingest from stereo sources such as the Panasonic AG-3DA1 stereoscopic camcorder into the Quantel sQ server, desktop browsing and shot selection of the Stereo3D media using the sQ Cut 3D desktop editor, and instant transfer to Quantel's brand new Stereo3D craft editing workstation for stereo finishing. Finally, the system handles playout to common Stereo3D multiplexed formats including dual stream, Left-Right, Over-Under and Line-Interleaved Stereo3D distribution formats.

The choice of Pablo as the centrepiece of our Stereo3D and DI operation was very straightforward.

David Bush, Stereographer

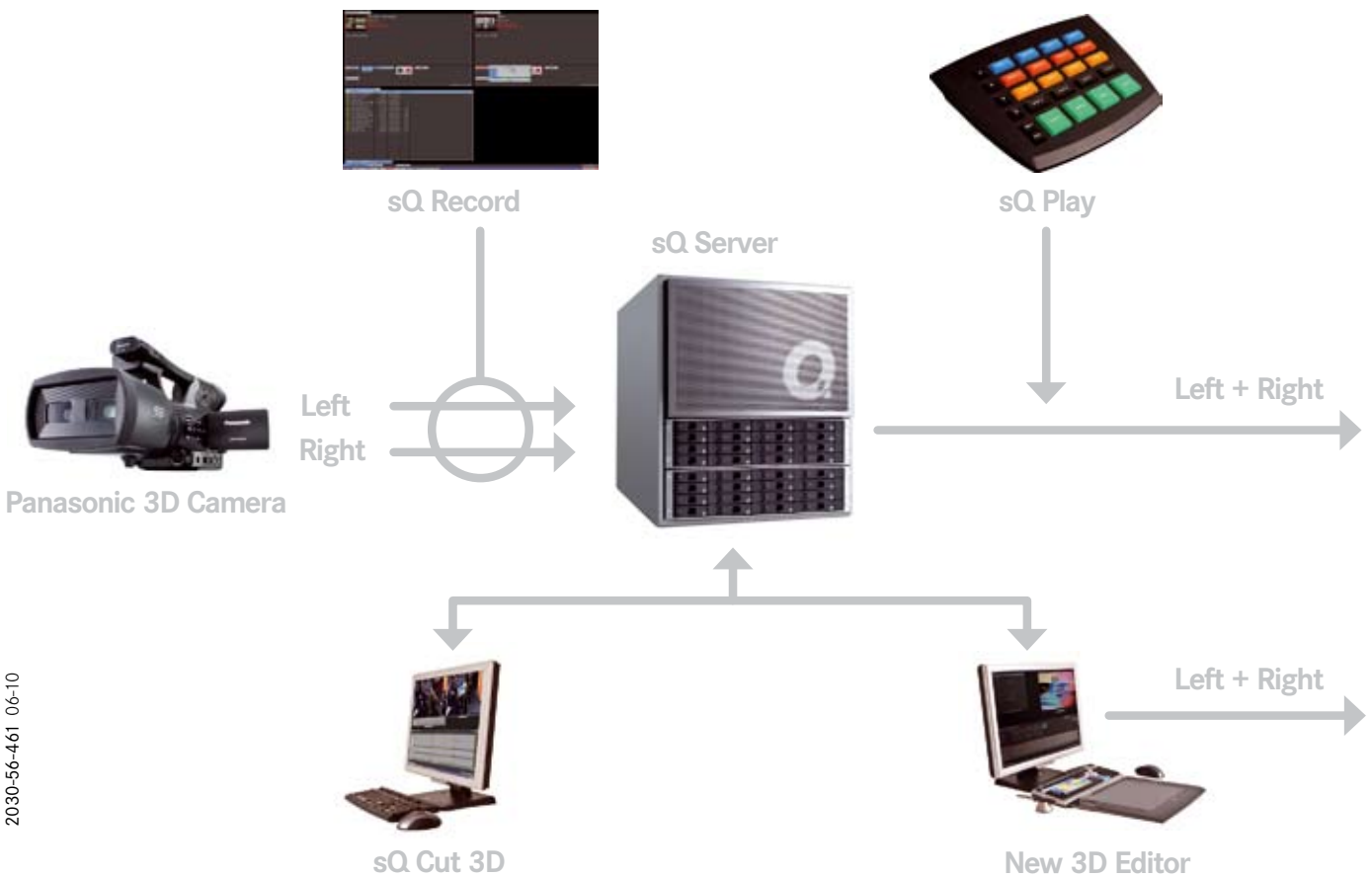
New Stereo3D Editor

The new Stereo3D craft editor benefits from Quantel's massive experience in Stereo3D post production and includes the same great workflow foundation and rich stereoscopic toolset as Pablo and iQ already offer, now totally integrated into the Enterprise sQ broadcast shared workflow.

In keeping with Quantel's commitment to providing its customers with great value and extended returns on their investment in Quantel systems, all existing Enterprise sQ systems are upgradeable to support Stereo3D operation. Stereo3D and 2D material can co-exist on the same server.



Quantel Stereo3D Broadcast Workflow



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Compass, Dino, Enterprise sQ, eQ, FrameMagic, GenePool, Genetic Engineering, Integrated Server Architecture, iQ, ISA, Max, Mission, Marco, Neo, Newsbox, Pablo, Paintbox, Picturebox sQ, QCare, QColor, QEffects, Quantel, Resolution Co-existence, Resolution Transparency, Revolver, Sam, sQ, sQ View, sQ Cut, sQ Edit, sQ Edit Plus, TimeMagic, ZoneMagic are trademarks of Quantel Limited. All other trademarks acknowledged. 'Avatar' image courtesy of Twentieth Century Fox.

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