THE MEDUZA - THE FIRST EVER PROFESSIONAL STEREOSCOPIC, BEYOND 4K, 3D CAMERA WITH PRECISION STATE-OF-THE-ART 3D TECHNOLOGY

The Meduza Reinvents Professional Stereoscopic 3D Image Capture

Los Angeles, CA and London, England, April 5 -- The Meduza, the first single beyond 4K digital stereoscopic 3D (S3D) camera ever developed, will be unveiled by Meduza Systems at the National Association of Broadcasters Convention (NAB), Mon., April 11* in Las Vegas, it was announced today by Chris Cary, CEO, 3D Visual Enterprises, parent company of Meduza Systems. A new and innovative technology, The Meduza Camera System places the art of filmmaking back at its source, in the hands of producers, directors, cinematographers and filmmakers. The Meduza will be available September 2011.

The first single professional digital camera ever designed and built specifically to shoot in S3D, The Meduza not only makes it easier, faster and cheaper to produce 3D content, but, by allowing filmmakers to shoot in the native 4:3 format at beyond 4K, content is acquired at 3072 x 4096 pixels and covers everything from 15/70mm giant screens to general theatrical screens, as well as S3D television viewing. “The camera format and resolution level means that the image is being acquired at a 1:1 pixel ratio (more)
for Giant Screen 15/70mm format and still allows for smaller extraction for traditional cinema and TV,” says Jonathan Kitzen, President of Meduza Systems. “This will also represent massive cost saving in image enhancement and post-production. All other cameras on the market have to blow up to get to this format, the largest in the world, but the Meduza does not have that requirement.”

The Meduza is a 'digital imaging system' that sets a new benchmark standard for stereoscopic 3D image capturing. It can be set up in minutes, not hours, has interchangeable lenses, precise remote controlled variable inter-axial (the distance between the lenses) and precise remote controlled convergence. It is a single camera, with a single set of electronics and a single set of controls that powers 2 imaging sensors at the same time. All of this and the entire camera weighs less than 15 pounds.

Since the first recorded 3D patents in the 1890’s, filmmakers have been trying to make 2 cameras produce a 3D image. Films currently produced in 3D are generally shot with 2 cameras linked together with stereoscopic grip equipment or 2 cameras sandwiched in one camera body with very little control or synchronization. “A simple analogy would be, if you glued 2 motorcycles together, would this produce a car?” says Kitzen. A motorcycle would be similar to the 2D camera. With 2 wheels and 2 motors, a car is not created by combining the two, but rather a vehicle with 2 control systems and 4 wheels, all trying to do one job. While left eye and right eye images are generated using 2 cameras, many more new problems are created, which must then be corrected in post-production. Every correction, i.e. color, noise, re-sizing, re-converging, axis correction and focal length correction lead to data loss, image aberration and expense. Meduza set out to and find a solution to the enormous complexity of filming and controlling 3D, rather than just dealing with the symptoms. Corrected 3D is not good 3D and is often the cause of viewer headaches and eye-strain.

“The Meduza is the route to the ultimate solution,” says Cary. “This is a completely new approach to the very specific needs of stereoscopic 3D content creation. For the first
time, filmmakers and content creators are in full control of their system. The camera is not sensor dependent. As sensor capability advances, new modules will be available in weeks, not years to upgrade their camera. This way, filmmakers can choose the sensor and custom configuration that fits their needs and still have the ability to completely change over the camera in seconds. The Meduza is completely modular and is designed to solve problems at their source.”

THE MEDUZA SYSTEM:

* Shoots beyond 4K -- The first single camera system to allow the user to shoot at BEYOND 4K resolution in each eye view.

* No synchronization issues -- One set of electronics with one set of controls to power two stereo sensors. This eliminates the many problems inherent in all other stereoscopic camera systems as both sensors are powered by one “clock.” The result is no fixed pattern noise difference as both images are processed the same way and there is no color aberration as both sensors heat up similarly.

* Eliminates built in obsolescence -- The Meduza body does not contain any sensors. Digital sensors double in capability every 18 months. It typically takes a manufacturer 18 months to 3 years to bring a new camera to market, thus it is obsolete the first day it is delivered. The part of the Meduza camera carrying the sensor is an add-on module and can accept and work with sensors made by any manufacturer and can be swapped in seconds. The latest sensor technology will be available in perpetuity.

* Modular components -- The camera never adds extra weight for features the user doesn't require. It has only what is needed, when it is needed and in the smallest and simplest configuration.

(more)
* Compact, light-weight and adaptable – The Meduza weighs less than 15 pounds and has a massive range of accessories that make it adaptable and capable in every filming environment.

3D Visual Enterprises Ltd, the UK based holding company, was established specifically to service the growing demand within the professional film and television community for a complete and technically advanced 3D image capturing system. Meduza Systems was created to produce an imaging system that would solve the single camera problem within an architecture that could be constantly upgraded to keep pace with the growth of the industry and advancing technology. Our system had to be versatile, flexible, capable of being upgraded to match the pace of developing sensor technology and to deliver visual images at the highest resolution possible at all times. The Meduza was designed to fill the void in the market with compatibility in all of the production environments, from Giant Screen 15/70, to live events, to hand held natural history productions. Above all, the company’s mission is to create a stereoscopic digital 3D camera that would never be obsolete and that could constantly strive to meet the growing and changing needs of its customers. [www.MeduzaSystems.com](http://www.MeduzaSystems.com)

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* A Meduza Systems technical session will be held, Tues., April 12, at 1p.m., NAB Meeting Room C203.

* Meduza Systems NAB Booth Number C12437.

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