



# NEWS RELEASE

Contact: Victor Pytko  
313 268 1053

## ***Futuristic Music Video Now In Pre-Production***

### **FANTASM 3D PREPARED FOR SWEEPING CHANGE IN CINEMA, CONCERTS**

ANN ARBOR, Mich., Mar.1, 2010 -- With audiences worldwide primed for a wave of 3D productions this year – from feature and concert films to theater ads and television spots -- a new company in Ann Arbor, Fantasm 3D LLC, has come together with a technology that not only produces superior 3D realism but can do so at lower costs.

Helmed by Ralph Watson, a former performer and record producer, Fantasm 3D offers full-feature content production, conversion of 2D films to 3D, and the refurbishing of destination theaters, such as those at amusement parks and museums, with 3D capability.

Its first project -- a 3D music video trailer set in the year 2040 – is under way. Fantasm 3D is partnering with local production talent, scouting locations and casting for actors and extras. The story line and song lyrics follow the activities of a corporate rebel who seeks to thwart her employer's devious plot to control people by mining and using information from social media. The company expects to be in theaters by early May timed to the release of a major 3D motion picture.

Fantasm 3D will expand quickly from its first project through three service lines: Next-to-Live™ original 3D contenting, primarily in concert cinema; Stereo Wash™ which allows the conversion of 2D to 3D for both old and new films; and Destination Theaters.

“The technology we’re using was developed from a brain-to-eye-to-screen frame of reference, the reverse of preceding 3D models,” said Watson. “This allows us to shoot with conventional equipment, yet render in post production the 3D layers that create shadows around objects and perspective sight lines from actors to the background. This means viewers will be immersed in the action, not just have an object suspended before them. It is unprecedented in terms of realistic experience,” he said.

Watson added that by avoiding the need for expensive twin lens stereoscopic cameras and supporting software, Fantasm 3D can shoot conventionally in 2D and use dollars saved for lowering total production costs or for re-budgeting for more elaborate effects, paying better talent, or increasing quality and content.

Watson is no newcomer to filmmaking or the recording industry. Since 1995, he has been involved in broad segments of the music industry, from organizing independent tours, performing nationwide and record production to producing television multi-commercials, infomercials, music videos and media kits for independent and national



artists. He has produced more than 100 record albums and singles that achieved both regional and national acclaim.

“The idea behind Fantasm 3D is to provide outstanding consulting services while managing and delivering the most cutting edge 3D products and services for the entertainment industry,” said Watson. “Our team has the expertise to be involved in all phases of a project such as artist promotion, marketing, advertising, and distribution as well as production.

“When people in the industry think 3D, we want them to think Fantasm 3D,” said Watson.

The CEO said he expects to grow his staff to at least 25 by the end of 2010, and to locate his company where he can readily expand.

Fantasm 3D’s management team currently comprises eight professionals whose backgrounds include the recording and film industries, entertainment, finance, business and product development, marketing and sales, and corporate communications.

“We’re new, but we’re also well-networked from our previous experiences. We want to establish long-term relationships with talented, local people and crews, and to give indies (independent filmmakers) the chance to shoot 3D, just like the big studios. We can do that with this new, affordable technology.”

-- 30 --

Logos and graphic art available upon request