

THE EVOLUTION OF CINEMA. COMPLETE.

REALD[™]
CINEMA

“REAL D brings a whole
new dimension to the film.”

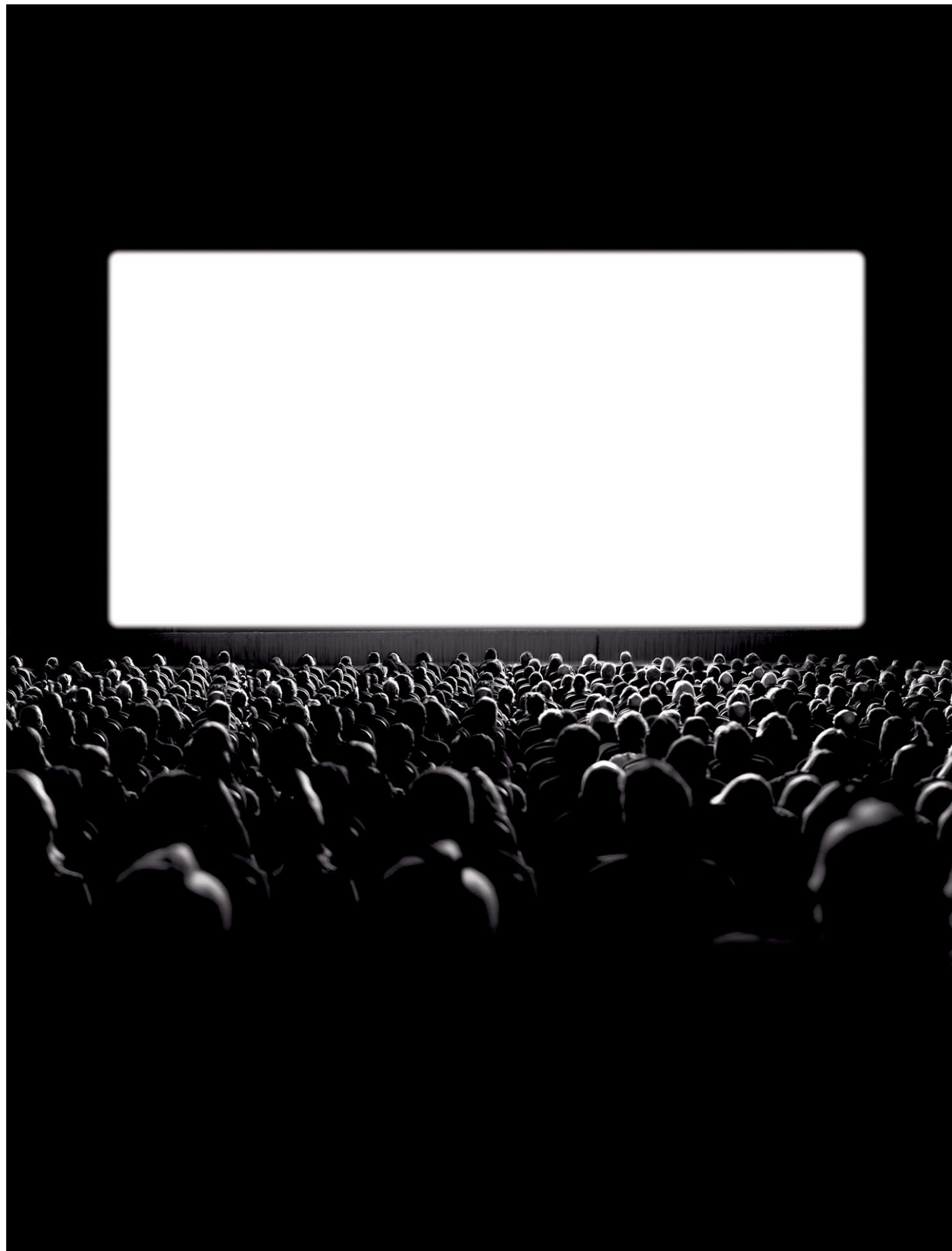
This Is Local London, 8/9/06

“The REAL D clarity
creates **an unusually**
immersive film experience.”

CBC News, 8/2/06

“The **future** is here, and
it looks good.”

The Dallas Morning News, 7/27/06



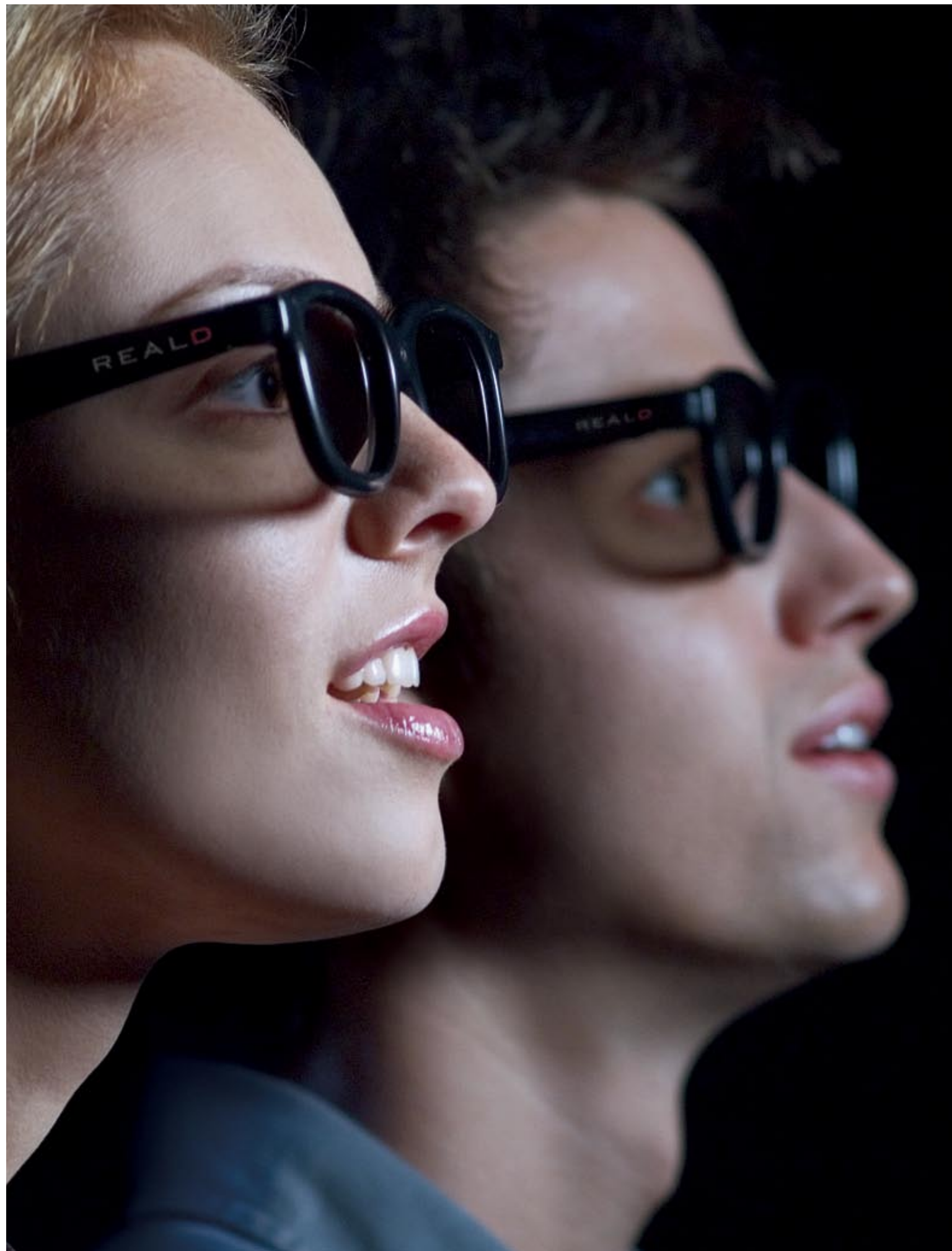
3D GETS REAL

Since the birth of cinema, the industry has searched for new ways to deliver an experience that is more involving. More immersive.

MORE REAL.

From continual improvements in sound and picture, the quest inevitably turned to the perception and projection of depth — to 3D. For decades, some of the most enterprising minds in entertainment and technology have explored various ways to make 3D not only exciting to experience but also practical to produce and project. And that's where they have fallen short.

UNTIL REAL D.



↓
3D GETS REAL

The premier digital 3D experience, REAL D replicates the way people really see.

Better still, REAL D has broken through the barriers that have kept 3D from becoming the mainstream medium it was always meant to be.

REAL D has answered the technology challenges. Built the business case. And shown beyond any doubt that audiences want what REAL D delivers — *premium-quality digital 3D entertainment content of every kind.*

REAL D CINEMA

Digital 3D that is vastly more immersive, more accessible, and more cost-effective to produce and project than anything that has come before.



3D FOR THE REAL WORLD

REAL D Cinema is the key to delivering a **premium digital 3D experience** to audiences everywhere.

TO UNDERSTAND HOW,
START HERE → → →

REAL D was designed with every piece of the entertainment puzzle in mind. So whether you're an exhibitor, studio or filmmaker, REAL D meets your needs. With the REAL D platform, projection, distribution and production are all simple and affordable.

PIONEERING YET PROVEN

For moviegoers, REAL D Cinema is a completely new experience. However, REAL D does have a pedigree: It draws on decades of pioneering, mission-critical 3D technologies for Fortune 500 companies like BMW, Boeing and Pfizer as well as government organizations like NASA and the military. It's fair to say that REAL D is the leading 3D brain trust in business today — with an array of patents to match.



3D FOR THE REAL WORLD

If you're an exhibitor,

you can deliver new entertainment experiences ranging from digital 3D movies to live concerts and sporting events — all made possible by the ease and cost-effectiveness of digital distribution. You can increase your revenue-per-patron for REAL D-enabled 3D experiences. And you can easily upgrade to REAL D as you transition to popular, leading digital 2D projection systems.

"REAL D creates a unique and innovative entertainment experience that can only be found in theaters. The REAL D experience further differentiates Rave Theaters and drives attendance."

TOM STEPHENSON CEO, RAVE THEATERS

If you're a studio,

you can differentiate and extend the life of your product in a compelling new way — through a channel that lets you boost the bottom line with minimal risk. Better still, REAL D has secured the world's largest 3D platform and continues to grow rapidly — making it more economical to produce 3D content.

"The tremendous performance of Chicken Little in 3D proves how dramatically REAL D Cinema is changing the theatrical landscape."

CHUCK VIANE PRESIDENT, BUENA VISTA PICTURES DISTRIBUTION

If you're a filmmaker,

you can discover a whole new way to make your vision come alive. REAL D technology is easy to master and imposes no creative limits. In addition, the additional costs associated with REAL D production are incremental. A growing community of leading filmmakers has already committed to 3D production.

"...REAL D's digital 3D cinema format is helping create an entirely new artistic palette that lets filmmakers tell stories in more engaging and exciting ways."

STEVE STARKEY PRODUCER OF MONSTER HOUSE AND PRINCIPAL IN IMAGEMOVERS

3D MADE SIMPLE

The REAL D Cinema system uses patented solutions and proprietary components that work together to deliver a seamless **entertainment experience.**



3D GLASSES GROW UP

Because REAL D digital 3D projects in “stereo for your eyes”, the brain needs a way to combine two images and create the illusion of depth. That’s the job of REAL D glasses. Unlike legacy red-and-green anaglyph lenses, REAL D Cinema shades are a lot like sunglasses. Lightweight, polarized and extremely comfortable, they provide a superb, full-color image — regardless of how audience members move their heads. Also, REAL D Cinema shades can be custom manufactured for each film property and then taken home as souvenirs.

START WITH THE

PROJECTOR ITSELF → → →

Unlike previous 3D formats that were cumbersome and costly, REAL D Cinema systems play the highest quality 2D and 3D content using a single digital projector. The REAL D Cinema system projects left and right frame images sequentially on the screen at a very high frame rate of 144 frames per second. As each frame alternates between the left and right eye image, the REAL D Cinema system changes the orientation of the light to match the orientation of REAL D Cinema glasses. The result: 3D at level of quality and comfort you have never seen before.



MUST SEE 3D

REAL D Cinema is a next-generation entertainment experience.

With REAL D Cinema, audiences don't just see what's happening on the screen, they really feel it. REAL D's seamless perception of depth causes viewers to forget about the screen and puts them in the thick of the action. REAL D transports them to other places. Brings their favorite characters and personalities to life. And opens up a world of perspective and detail so rich and lifelike they want to reach out and touch it.

SO MUCH TO SEE → → →

The REAL D Cinema experience extends to every kind of content. Animated or live action. New releases or re-releases. Feature movies or live events — including live real-time events.

THE REAL D VISION → → →

REAL D sees a world in which an entirely new and higher standard of 3D experience becomes the premium entertainment option of choice for theatrical audiences everywhere.

3D AT THE BOX OFFICE

Disney's *Chicken Little* generated more than \$7 million on just 89 screens through Thanksgiving weekend, nearly three times the screen average of 2D. Based on that success, Disney decided to re-release Tim Burton's *Nightmare Before Christmas* and release its next animated feature, *Meet the Robinsons*, in REAL D the following year.



MORE 3D SCREENS

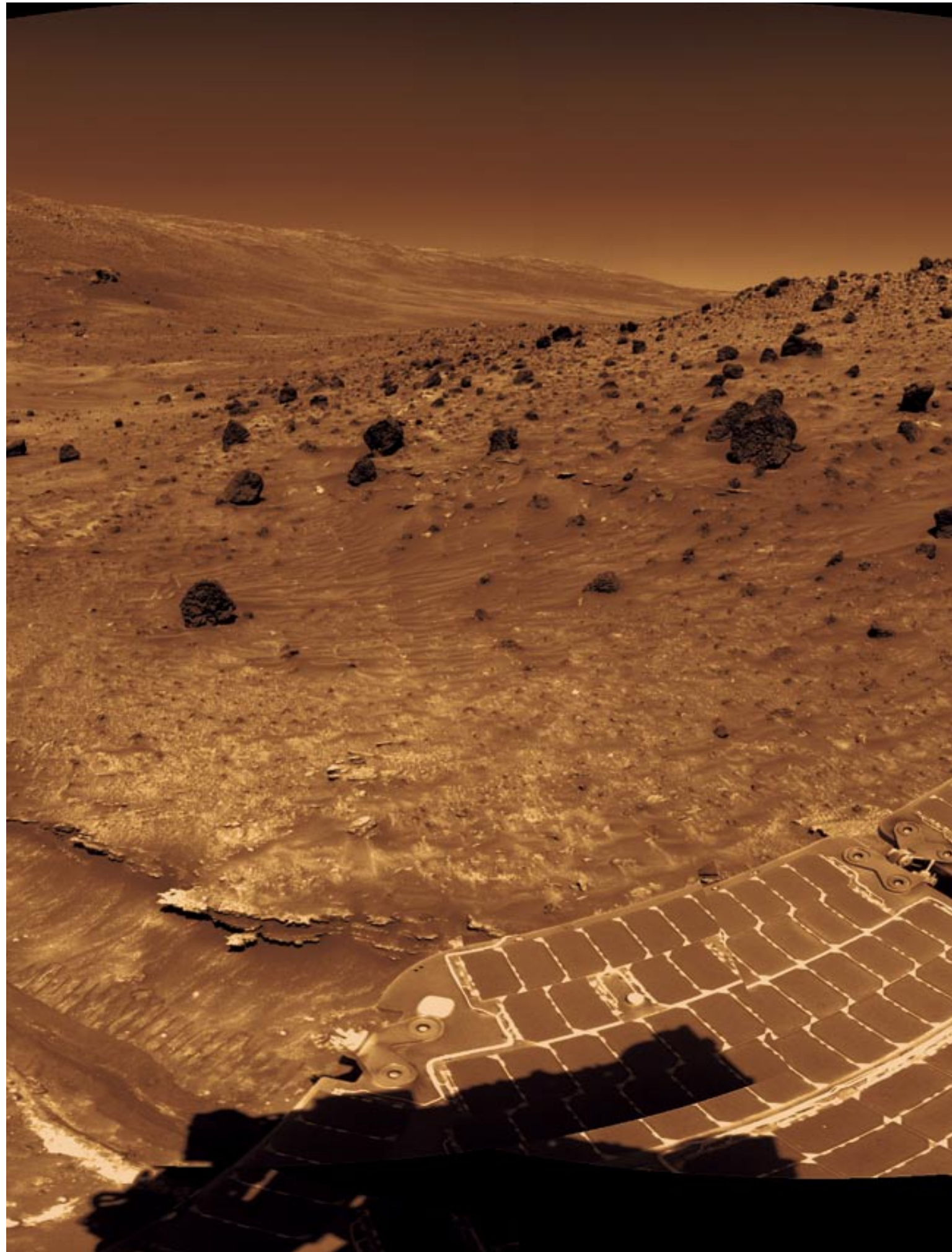
From the outset, REAL D realized that digital 3D cinema demands more than revolutionary technology. It also depends on securing the screens to deliver a truly sizable audience. That's the other side of REAL D's breakthrough success.

3D WITH REACH

REAL D Cinema is the world's largest 3D platform.

To state the obvious: the bigger the platform, the more economically viable it is to produce 3D content. That's why REAL D has worked to secure commitments from forward-looking exhibitors from the very beginning.

HOW WE'VE GROWN → → → Beyond being the largest platform, the REAL D Cinema platform has rapidly grown to become truly large by any measure — and continues to grow at a robust rate: In ten months, REAL D has built a platform of over 200 screens and is on track to open more than 1,000 by the end of 2007, with an eventual target of 5,000 screens worldwide.



PHOTOGRAPH: COURTESY NASA/JPL-CALTECH BROCHURE DESIGN: PH.D. WWW.PHD.LA.COM

3D THAT DOES MORE

REAL D is extending our **visual frontiers.**

3D DISCOVERY → → →

Beyond cinema, REAL D is the world's leading provider of 3D visualization tools to scientists and researchers. REAL D plays a critical role in some of today's most important and technically challenging endeavors. With REAL D technology, scientists are entering the world of the molecule. Probing the reaches of space. Visualizing the forces that shape our surroundings. And gaining the insight they need to design some of the world's most complex systems. At the crossroads of information and imagination, REAL D enables a new kind of explorer to discover the world through a fresh set of eyes.

MARS ROVER

To guide the Mars Rover across the uneven and unexplored Martian surface, NASA scientists relied upon REAL D technology. Without it, they would have lacked the sense of depth needed to successfully pilot the vehicle successfully to its destination. NASA scientists frequently use REAL D technology to conduct vital analysis of space shuttle launches and other space missions.



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