

3D 4COM add depth to design

London, 30 November 2010 – JVC Professional Europe Ltd. is pleased to announce that 3D experts, **3D 4COM** have used JVC's **IF-2D3D1** converter in a variety of projects to convert 2D footage into 3D for clients with archived footage which requires updating.



As the IF-2D3D1 uses unique JVC algorithms to convert 2D content to 3D in real time during a live production or in post production, it helps improve 3D workflow when converting 2D material, perfect for 3D 4COM's latest project.

"The IF-2D3D1 processor is amazing in its capacity to convert 2D footage into 3D," Laurent Labrosse, general manager of 3D 4COM reveals. "It allows our customers to transform their archived footage from 2D into 3D, and to project them during conferences or events. The IF-2D3D1 is also cost effective as customers can use their 2D images without having to re-shoot again, which can be quite expensive."

Laurent continues, "Thanks to the velocity of its algorithms, the IF-2D3D1 can be used in live conversion scenarios and can be used directly at the mixer's output because it doesn't generate time delay, so there is no



Audio/Videoshift."

3D 4COM recently showed 600 employees from French construction company, BOUYGUES, 3D footage of its latest building. The original footage was shot in 3D and for this event 3D 4COM used its vast experience to display beautiful 3D footage on two 18K 3D projectors.

This big success of 3D 4COM's recent projects is an example of the growing demand of 3D content.