



3NET AND PARTNERS DISCOVERY, SONY AND IMAX RELEASE DEFINITIVE GUIDE TO 3D TELEVISION PRODUCTION

*-- Manual Spans Stereoscopic Pre-Production, Workflows, 3D Post and Deliverables, Offering
Comprehensive Tool For Producing Top-Quality 3D Television --*

February 17, 2011 – Culver City, Calif – 3net, the 24/7 3D network and 3D television production studio, along with joint venture partners Discovery, Sony and IMAX, today announced the release of the most complete guide to 3D television production ever assembled. Featuring stereoscopic expertise from the top producers and technical advisors of the company and its corporate ownership, *The 3D Production Guide* has now been made freely available to the public today via multiple websites, it was announced today on behalf of 3net and its corporate partners by Tom Cosgrove, President & CEO of 3net.

“One of the core missions of 3net and our parent companies is to shepherd the emergence and proliferation of 3D television by combining our resources, expertise and experience to provide the most extensive tools and resources available today to the world’s 3D production community,” said Cosgrove. “The hands-on knowledge garnered by our collective companies provides an unprecedented resource - not only our current production partners - but for all of those involved in this dynamic medium.”

The 50-page illustrated manual includes detailed information garnered from the combined 50 years of experience in the area of 3D from those who contributed to its creation. The guide outlines in detail all of the facets involved in creating top-quality 3D content for television, from initial workflow planning, to production, post production, stereographic correction and final delivery.

The 3D Production Guide is a living document outlining current best practices in the area of 3D production for television. It is the result of extensive contributions from the 3D experts of 3net’s partner companies Discovery Communications, Sony Corporation and IMAX Corporation. The guide was authored by Bert Collins, Josh Derby, Bruce Dorbin, Don Ecklund, Buzz Hays, Jim Houston, George Joblove and Spencer Stephens, with Bert Collins and Josh Derby serving as editors. It will be constantly updated and amended as the dynamics of 3D television production continue to evolve.

The 3D Production Guide is available for download via the News section of 3net.com.

About 3net:

3net, the joint venture of Sony Corporation, Discovery Communications and IMAX Corporation brings together three of the world's leading media, technology and entertainment companies to provide the nation's first and only fully programmed, 24/7 3D network and production studio. The three partners deliver an extraordinary collection of award-winning 3D content, technology and production expertise, television distribution and operational strength to the project, with a mission to bring viewers the highest quality and most immersive in-home 3D viewing programming possible. The channel features the most extensive library of 3D content in the world, including genres that are most appealing in 3D, including natural history, documentary, action/adventure, travel, history, kids and family, hyper-reality, lifestyle and cuisine, concerts, movies, scripted series and more. 3net is currently available on DIRECTV channel 107. For more information, please visit www.3net.com.

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