

## 3D Entertainment Summit Announces 2009 Program, Attracting Industry Elite to Explore Entertainment's Fastest Growing Industry

Top Industry Keynotes, Panel Discussions, Studio Presentations and first release technology demonstrations to Headline 2009's Only Dedicated 3D Event September 16-17 at the Hilton Los Angeles in Universal City

MILFORD, Conn., Aug. 20 /PRNewswire/ -- The 3D Entertainment Summit in association with *Variety*, co-produced by Bob Dowling and Unicom LLC, and presented by The Entertainment Technology Center (ETC) has announced the conference program and topics for the 2009 event which will be held at the Hilton Los Angeles in Universal City September 16 and 17.

This year's combination of featured keynotes, dynamic panel discussions, one-one-one interviews and exhibits will focus on a multitude of topics including the financial impact of 3D on the entertainment industry, the status of the digital cinema roll-out and top trends in 3D gaming.

"We are excited to welcome back the foremost experts and industry visionaries to discuss 3D's impact on all aspects of entertainment," said Bob Dowling, Summit Co-Producer and Conference Chairman. "This year's 3D Entertainment Summit will provide attendees with the closest look yet into a sector of the entertainment industry that continues to grow and evolve at a rapid pace."

"As the momentum of 3D continues to swell, we are seeing aggressive positions being taken by all stakeholders," stated John Golicz, CEO of Unicom the event's producer. "We have seen the level of executive's registering for the conference increase in stature of even last year's program; while industry suppliers are rapidly signing for sponsorships to display never seen before technology."

The 3D Entertainment Summit will offer new topics at this year's event including a discussion dedicated to the technology, techniques and post production of 3D as well as a panel focusing on the emerging consumer electronic 3D opportunities for the home. The Summit will showcase unprecedented movie previews and surprises at its movie studio presentations that will take place each day.

Sponsors of the 2009 3D Entertainment Summit in association with *Variety* include RealD, Sony, 3ality, IMAX, Panasonic and Virtual Images. The *Los Angeles Times* will be the exclusive Newspaper Sponsor and other media sponsors include *Video Business*, *Twice*, *DCinema Today*, *Screen Digest* and the *S-3D Gaming Alliance*. The exhibit hall will include demonstrations from top 3D vendors including Avid, DDD, I.E. Effects, JVC, Micoy, Nvidia, Paper Optics, Quantel and Technicolor. .

For more information, visit [www.3d-summit.com](http://www.3d-summit.com) or contact [slally@unicomm.org](mailto:slally@unicomm.org).

### About Unicom, LLC

Unicom LLC is an independent business-to-business communications company specializing in conceiving and managing trade shows and conferences in nascent markets.

Unicom's management team has been responsible for some of the industry's most successful trade shows and conferences. Unicom currently produces the largest series of travel events in the United States; the Adventures in Travel Expo. In addition Unicom has developed leading events in the Bio-Technology, Research & Development and Mechanical Engineering, Human Resources, Transportation and other markets.

The company's "value-added" resources are the intellectual capital of its people and proprietary business practices. These attributes coupled with an intense customer centric philosophy combine to deliver world class events.

### About Bob Dowling and The Bob Dowling Group

For the last 17 years through 2007, Bob Dowling was editor-in-chief and publisher of *The Hollywood Reporter* and president of the VNU Business Media Film and Performing Arts Group.

During Dowling's tenure, *The Reporter* launched numerous new products, including the *HollywoodReporter.com* Web site, e-mail edition, weekly edition, THR East, *Literary Hollywood*, *Festival de Cannes* dailies and the *Oscar Screening*

Guide, as well as many annual events such as the Women in Entertainment Power 100 stand-alone issue and its related breakfast event, the Next Generation ranking of prominent young executives, the Film and TV Music Conference and the reorganized Key Art Awards.

Dowling recently started his own information and consulting firm, the Bob Dowling Group, to serve clients looking to navigate the converging worlds of entertainment and technology, with the 3D Entertainment Summit as a lead project.

#### About The *Variety* Group

*Variety* is the leading publication for entertainment news, recognized and respected throughout the world of show business. The *Variety* Group - *Daily Variety*, *Daily Variety Gotham*, *Weekly Variety*, *Variety.com*, *Video Business*, *Tradeshow Week*, *LA 411*, *Variety 411* - are all owned by Reed Business Information (RBI), the largest business publisher in the U.S. RBI is a member of the Reed Elsevier Group plc (NYSE: RUK and ENL)

#### About the Entertainment Technology Center @ USC

The Entertainment Technology Center (ETC) @ USC, founded in 1993 with the help of George Lucas, brings together senior executives from the entertainment, consumer electronics, and technology industries to collaborate on issues related to the creation, distribution, and consumption of entertainment content. The ETC studies how technology impacts the next-generation consumer, and works with member companies to improve the consumer experience and uncover new revenue streams for entertainment-related products. Current ETC members include Disney, Sony Pictures Entertainment, Twentieth Century Fox, Paramount Pictures, Warner Bros., Alcatel-Lucent, Cisco, Deluxe Entertainment Services Group, Lucasfilm, TATA Consultancy Services, Thomson, Dolby, LG Electronics, Singapore IDA, and Volkswagen of America.

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