

3D Revisited

New digital 3D takes the screen in movies like *Monsters vs. Aliens* at Downtown Cinema 8

BY STEPHANIE HALL
Features Editor

3D vision no longer requires dorky red and blue glasses.

Polarized lenses are taking over Hollywood as the newest 3D eyewear, leaving the traditional 3D red and blue glasses for magazines and DVDs. Even Kirksville style-istas can try out these new glasses at the Downtown Cinema 8.

Professor of art Gary Rozanc said 3D glasses act as vision filters, distorting what comes in and out of view.

"They filter out different colors and they let only certain colors become visible," Rozanc said. "... It's a layering thing. It makes it appear it's coming off [the page] when it's really not because it's filtering out all the other colors that are below it."

He said anaglyphic lenses — the red and blue lenses — confuse the eyes because they are seeing two different images, forcing the eyes to combine them into one.

"Your eye has to focus on blue then red, then blue, then red ... the rods and cones in your eye have to work," Rozanc said. "They can't see both colors at once so [they have] to switch back and forth between those two colors. That eye having to switch back and forth also helps bring that three dimension."

Jason Lewin, the director of marketing for American Paper Optics, LLC, said his company is the largest producer of paper 3D glasses and recently created the 3D sections of *People*, *Time*, *Sports Illustrated* and *Fortune* magazines.

"With linear polarized glasses — which are being used in theaters — basically those have a light gray filter and are cut at opposing 45-degree angles, which kind of help viewing anything like a slide show or a movie or a multimedia display, especially like a lot of ride simulators," Lewin said.

He said two projectors originally were needed to display the 3D polarized movies, but now only one is needed.

"[The projector] projects two perspective views onto the screen and each have different polarization, so the polarized glasses only allow one of the images into each eye," Lewin said.

He said polarization lenses work better with



Courtesy of moviepicturedb.com

color than traditional anaglyphic lenses and they are designed to work on big screens like those in movie theaters and IMAXs. But even the polarized lenses are becoming out of date.

"[There is] a technology called Colorcode 3D. Basically it was used during the Superbowl commercials to promote 'Monsters vs. Aliens,' and it's kind of a dark blue and amber lens. It gives you basically the same effect of the red-blue glasses, but it shows color a little bit more," Lewin said.

Movies like "Journey to the Center of the Earth" and "My Bloody Valentine" are using another technology called trioscopies for their DVD releases.

"That's more of a green and magenta lens, but in the end they are all creating more or less the same effect with depth, but they deal with color a little differently," Lewin said.

Two weeks ago Kirksville's own Downtown Cinema 8 showed its first 3D movie on the new 3D digital projectors. Jim Fitzpatrick, manager of the Downtown Cinema 8, said that although "Jonas Brothers 3D" wasn't his first choice to premier their new technology, it was a good practice run.

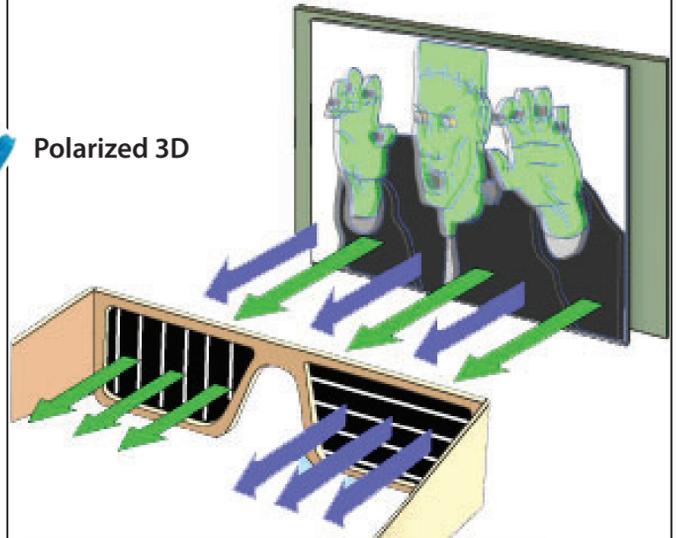
"Kind of a disappointing start, but [it was] ... a way to test the 3D and see how [it] works without having many people there," he said.

"Your eye has to focus on blue then red, then blue then red ... the rods and cones in your eye have to work."

Gary Rozanc
Professor of Art

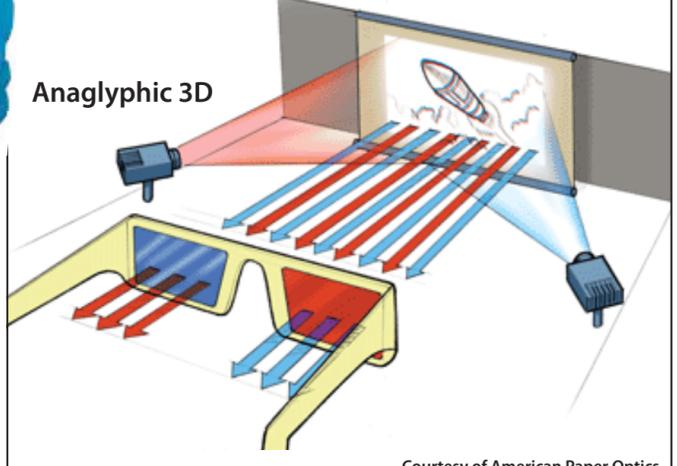
The New

Polarized 3D



The Old

Anaglyphic 3D



Courtesy of American Paper Optics

Fitzpatrick said that to his surprise, the first week ran smoothly. They received the new 3D digital projectors through Sonic, which also provides projectors to Chillicothe and Moberly.

"The digital 3D end of it has to do with a lens that slides around the front of it and polarizes the image on the screen," Fitzpatrick said. "If you look at it without the image it just looks really blurry."

As a movie connoisseur, Fitzpatrick said the technology improves on the traditional red and blue 3D glasses.

"Since I have to watch all the movies before they play, I've definitely noticed that [this] digital projector is able to focus the screen and control brightness," Fitz-

patrick said.

Fitzpatrick said the images look more realistic and have a better ability to jump out of the screen. He said the new technology has startled many people — including his staff.

"One of the workers was watching the preview for 'Monsters vs. Aliens,' and they literally jumped backwards during a part where a gorilla comes straight down in front of you," Fitzpatrick said. "It really gets some people."

"Monsters vs. Aliens" is the current 3D movie at the Downtown Cinema 8, and Fitzpatrick said he hopes to get Focus Films' "Coraline" in the future.

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