



PRESS RELEASE

AV MEDIA INSTALLS UPP POST PRODUCTION HOUSE WITH EYES3SHUT ACTIVE 3D GLASSES «PURPLE ONE»

Paris, March 15th 2011,

Eyes Triple Shut (E3S), French manufacturer of state-of-the-art active 3D glasses, is proud to announce the installation of Czech Republic's biggest Post Production House, **Universal Production Partners (UPP)**, with its active 3D system for digital cinema.



UPP, the leading post production house in Czech Republic, eventually chose E3S *Purple One* glasses, after testing every active system available on the market.

Miroslav Sochor, Digital Technology Expert and DCI Specialist at UPP, explains their choice :
«Active system was imperative not only because of cost efficiency - no need to buy a silver screen - but also because of the native purpose of 3D picture : you cannot make color correction on silver screen because of high gain in straight direction, hot spotting, etc.
The EYES3SHUT system has two great advantages : a rechargeable battery and an incredible comfort. The glasses fit any type of head, they are very light and compatible with a wide range of prescription glasses. In the postproduction business there is no time to be wasted checking the battery level and EYES3SHUT charging stations are doing the job exactly as we expected.»

The installation was carried out by AV MEDIA, a.s., based in Prague.

«Our client - UPP - is very happy with EYES3SHUT active 3D system. The glasses work very well and they have extremely good light efficiency. We ran a lot of tests on E3S 3D system and we are now sure it is the best technical 3D solution available on the market.», testifies Miloš Tourek, DCI Product Specialist at AV MEDIA, a.s.

Etienne Roux, Sales Manager at EYES3SHUT went to Prague and sealed the deal last week.

«This installation is strategic for two reasons : it confirms our technological superiority and positions our active 3D glasses on the Czech market. UPP is a place where a lot of cinema people passes by...»

For more information, please visit :

<http://www.eyes3shut.com> | <http://www.fttcinemedia.cz> | <http://www.upp.cz>