

COMPUTER GRAPHICS WORLD

CONTENIDO

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DEPARTMENTS

Editor's Note

Electronics Evolution.

- 2 Not long ago HD TVs, which promised to deliver a theater experience to at-home audiences, were the big rage. Recently, stereo 3D TVs have nudged out HD as “the next big thing” for the home. Television manufacturers are getting ready to roll out their wares, while content creators are preparing to take advantage of the technology.

SPOTLIGHT

4 Products

Luxology's SLIK. Nvidia's RealityServer. JVC's IF-2D3D1 image processor. **User Focus** Rhythm & Hues tackles *Alvin and the Chipmunks: The Squeakquel*. Blur Studios audiences with animated Goldfish spots.

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Sony Pictures Imageworks takes audiences down the rabbit hole for trippy stereo 3D experience in Disney's *Alice in Wonderland*, thanks to cutting-edge digital techniques that meld manipulated photographic elements and CG characters and environments.

Barbara Robertson.

Commercial Appeal.

- 22 Many tune in to the Super Bowl to watch the high-priced commercials some of which employ digital effects to deliver their message.

Debra Kaufman.

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ON THE COVER

“Wonderful” is just one of many adjectives that describe the fantastical environments, the odd-looking human characters, and the unique CG creatures that appear in the magical journey of Alice as she visits Wonderland in Stereoscopic 3D See pg 12.