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CONTACT: Gary Friedman , Vice President Public Relations
In-Three, Inc.
gfriedman@In-Three.com
Tel: 818-991-7775

George Lucas Presents In-Three's Dimensionalized™ 3D Movies at ShoWest

(March 16, 2005 - Las Vegas, NV) The exciting highlight of this year's ShoWest will be the first public display of Dimensionalized™ 3D feature motion pictures converted to 3D by In-Three, Inc. of Agoura Hills, CA. In-Three's proprietary patented process converts any 2D feature motion picture into truly realistic 3D unlike anything ever seen before. The event will be in a program during Showest held on Thursday, March 17, at 2pm and 3pm hosted by Texas Instruments.

George Lucas will be introducing In-Three's segment of the program, which will be featuring Dimensionalized™ 3D clips from Star Wars Episode II-Attack of the Clones, along with 3D clips from other blockbuster movies from Paramount and Disney. The highlight of the presentation will be the screening of the first 6 minutes from the original Star Wars (Episode IV) in Dimensionalized™ 3D.

"When I first saw In-Three's Dimensionalization process I was truly amazed. The 3D was of a quality better than anything I had previously experienced. Seeing my own Star Wars images in authentic 3D convinced me that it would be a whole new way for audiences to be able to re-live the Star Wars films. Dimensionalization will significantly enhance the realism of any movie presented in this process." – George Lucas

"The first time I saw In-Three's work over a year ago all of us at LucasFilm were totally "Wow'd". We sat there in amazement seeing our own familiar scenes in 3D. I was truly stunned that these guys actually developed a technology that can produce such high quality 3D pictures. The realism that they were able to create was unlike anything I'd ever seen. In-Three has developed an entirely new post production technology. With In-Three's 3D process film makers no longer have to concern themselves with the complexity, uncertainties, and expense of shooting

with dual cameras. Believe me, we have seen a lot of 3D, but In-Three's is the only one that delivers. We're sold." – Rick McCallum, Producer of Star Wars

The presentation will also include a testimonial from Peter Jackson.

Randall Kleiser, Director, will also be at the event screening a Dimensionalized™ 3D clip from his movie "Grease".

"After shooting in 70mm 3D for Disneyland's "Honey, I Shrunk the Audience", I know how complicated this format can be. With In-Three's technique, completely convincing depth is created from any two-dimensional film. George Lucas showed me In-Three's work at I.L.M.. Seeing Star Wars in 3D was amazing enough, but when I saw John Travolta singing "Greased Lightning" in 3D I was blown away. It was just like being back on the set. I know every fan in the world would come back to the theater again to see a complete 3D version. The possibilities are mind-boggling." - Randall Kleiser, Director of "Grease"

ShoWest attendees will be amazed to see Digital Cinema 3D that is available today using a single Digital Cinema projector being fed by one QuVis dual-stream Digital Cinema server using its standard theatre matte screen. All that is required to show compelling 3D movies is to add In-Three's lightweight wireless glasses and an inexpensive cleaning unit. Theatre owners will be pleasantly surprised to discover the low cost of 3D Digital Cinema. Theatre owners will discover that they can now offer for the first time, a compelling 3D experience only available in the cinema and not in the home.

In-Three has demonstrated its process and has completed many tests with the major studios and key film makers including George Lucas, Stephen Spielberg, Peter Jackson, James Cameron, Jeffrey Katzenberg, Kathleen Kennedy, Tom Cruise, Randal Kleiser, and many others. There is exciting first run major feature content currently being Dimensionalized™ at In-Three for theatrical release in Digital 3D Cinemas within a year.