

# 3D News

From the Stereo Club of Southern California

Volume XLVII #7

July 2002

## Special NSA 2002 Edition!

**No Meeting in July!**  
Please go to NSA 2002 in  
Riverside.

### Inside:

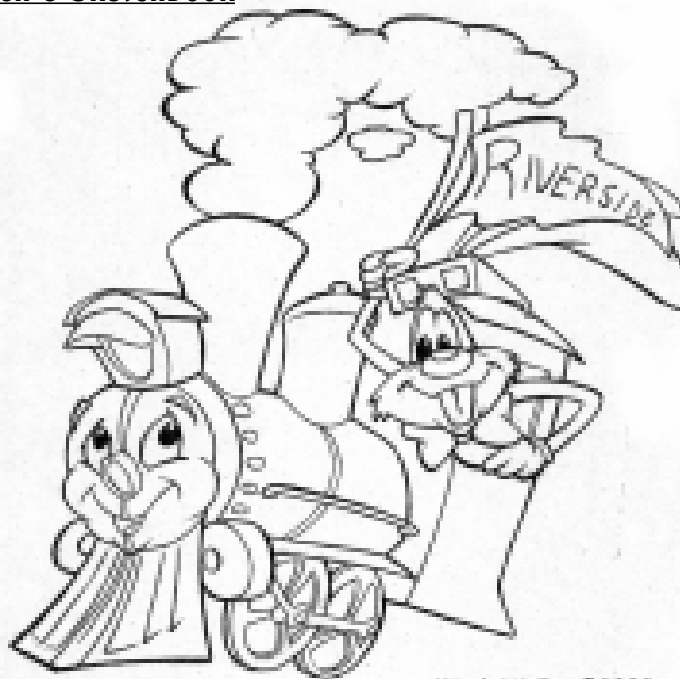
Tony Alder-  
son: The  
Stereo Carica-  
turist  
by Ray Zone



Welcome to River-  
side!  
by Lawrence Kaufman

**PRESIDENT'S  
MESSAGE**  
by Steve Berezin

### Mitch's Sketchbook



Mitch Walker©2002

## On the right track for NSA Riverside

The Stereo Club of Southern California was founded in 1955 to promote the art, enjoyment and science of stereo photography. Meetings, which normally include 3D slide projections, are held monthly. Visitors are always welcome. Annual dues are \$30/single or \$40/dual (send to the Membership Director). The 3D News is sent monthly to all members. Annual subscription for those not wishing to participate in Club activities is \$20, and foreign subscriptions are \$25 (send to the Treasurer). Everyone is encouraged to submit stereo-related news items, articles, art work or photo tips for the 3D News—deadline is the 25th of the month (send to the Editor: [steve@berezin.com](mailto:steve@berezin.com)).

# Calendar of 3D Events

No Meeting July because of NSA Riverside

## NSA Riverside Convention in a Nutshell

**When:** Thursday July 11th to Sunday July 14th.

Fax: 1-909-3697127  
**Schedule**

**Trade Fair** Saturday and Sunday, visit your favorite 3D Merchants

**Where:**  
Holiday Inn RIVERSIDE-  
CONVENTION CTR, CA  
3400 Market Street  
RIVERSIDE, CA 92501  
Toll-Free: 8772917519  
Tel: 1-909-7848000

**Stereo Workshops** Thursday and Friday  
3D Conversions, photography tips...

**Room Hopping-** Wednesday to Friday, this is where you get the real deals.

**Stereo Theatre**, Friday, Saturday and Sunday

More information along with full schedules and directions, visit:  
[www.3dgear.com/nsa](http://www.3dgear.com/nsa)

Many excellent 3d shows projected.

## **Club Banquet moved to August 15.**

Due to our club hosting the NSA Convention in Riverside this year, the SCSC's annual Installation and Awards Banquet will be held on August 15 instead of July. The banquet will be held at our usual location, Taix's Restaurant on Sunset, at 7PM. the price will be, 25.00 in advance, and 30.00 at the door. if you are interested contact Mitch Walker at 310-459-1030 or [res082f2@verizon.net](mailto:res082f2@verizon.net).

**SCSC Meetings are usually the 3rd Thursday of the month at 7:30 at the Wilshire United Methodist Church, 711 South Plymouth Boulevard, near Crenshaw and Wilshire, in the downtown area of Los Angeles, there will be no meeting in July, repeat, no meeting in July....**

## **President's Message**

*By Steve Berezin*

### **Go East...to Riverside**

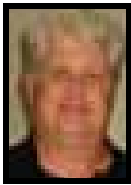
The NSA convention only comes around this way about once every 14 years. For those who have never been to one they are a gathering of every type of 3D enthusiast, from you avid stereo card collectors (who started the convention many years ago) to the

modern shooter, from the 3D conversion computer literate person to the bevy of Realist camera users, it is the heaviest concentration of stereo photography people in the country.

If you do not want to kick yourself

for the next 5 years for missing it you should make sure you go for at least a day or two. It is very enjoyable and will not be this close again for a long time.

See you at Riverside!



# The History Zone

Tony Alderson: The Stereo Caricaturist

In 1985 a very unique "self-published" comic appeared in Los Angeles. "Noble crusade or cynical scam?" asks the cover which depicts a hapless cartoonist fleeing a demonic cyclopean business man whose pockets overflow with cash. The comic was 3D Zomoid Illustories, the world's first to be published "in the miracle of FREEVISION" and the writer/artist was Tony Alderson. The story related "The Nightmare of 3-D Jonestown" and was a thinly veiled humorous expose of the rise and fall of the 3D Video Corporation which published the 3-D comic book Battle for a Three-Dimensional World which I wrote in 1982.

I first met Tony Alderson when I was hired to work at 3D Video Corporation in 1982 and it was Tony who converted Jack Kirby's art to 3-D in Battle for a Three Dimensional World. For two decades, Tony and I have since worked intermittently

together on different 3-D projects. And we have maintained an idiosyncratic dialogue with each other that incorporates Tony's uniquely satirical slant on the vagaries of stereoscopic business practices.

Tony is the artist responsible for the National Stereoscopic Association (NSA) 2002 Convention logo and he also created the logo in 1986, the last time the convention was held in Riverside, California. The new

logo is a gorgeous computer-generated montage combining the classic Holmes stereoscope with some California oranges. The 1986 logo, with deft line art rendered into 3-D, combined a Keystone and a stereoscope which held a stereoview showing palm trees, another symbol of Southern California.

Before leaving 3D Video Corporation in 1983, Tony produced the 3-D conversions for the Jaws 3-D

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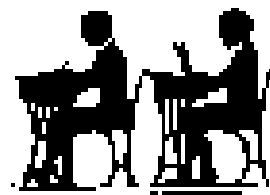


*A whimsical stereophotograph self-portrait by Tony Alderson for Christmas 1986*



# News and Notes from the SCSC Clubhouse

by Lawrence Kaufman



WELCOME TO NSA 2002, RIVERSIDE

In 1986, the National Stereoscopic Association held their twelfth annual convention in Riverside, California. SCSC co-hosted this memorable event. Welcome back to Riverside! A lot has changed in sixteen years. Actually a lot has changed in the past twelve months. We all take more time to consider our choices. Our travel destinations and travel options are of more concern to us. We appreciate our freedoms more; we appreciate our friends, family and hobbies more. We have also lost many of our old friends and stereo-heroes. With this and future NSA conventions, we plan to meet and greet many new 3-D friends and make many new life-long associations.

Riverside has been lovingly preserved. Many landmarks have made way for change and are no longer with us, but many still remain and there is a lot of history to be seen. Riverside was founded in 1870 on the site of a Spanish rancho. In 1873 Luther and Eliza Tibbets brought two Navel Orange trees to Riverside (the navel orange originated in Bahia, Brazil as a genetic accident around 1820). In Riverside's rich soil and mild climate the trees flourished and the industry spread. The 1873 Parent Naval Orange tree is still alive and producing fruit in its miniature park at the southwest corner of Arlington and Magnolia Avenues. By 1895 Riverside was the metropolitan center of Southern California and the wealthiest city per capita in the nation.

Almost a century ago (99 years to be exact) on May 7, 1903, President

Theodore Roosevelt detrained in Riverside and his procession was led down Victoria Avenue (named for the great queen by her loving cultural subjects 13 years earlier). The Washington rubusta palm on its little traffic island at the foot of Victoria Hill is often called the Roosevelt Palm, because Roosevelt planted it (originally called the Victoria Palm for the recently deceased queen and namesake of the era). He spent the night at the historic Mission Inn (before it was historic and when it was still called Glenwood), he arose early and by 7:30 a.m. he was planting again. This time it was one of the original Riverside Washington navel orange trees, removed from the original site and given to the Riverside Historical Society. The Society arranged the planting in front of the original adobe from which the Mission Inn developed (this tree died in the 1920s). When you visit the Mission Inn, be sure and check out the Taft chair, built for President Taft's 1909 visit to Riverside.

The NSA 2002 Riverside committee appreciates that you have decided to make the trip and spend some time enjoying 3-D and stereo photography with us. We have worked long and hard to make this a memorable get-together, convention and trade fair. We sincerely hope that you have a pleasant visit to our small town. Riverside has a lot of history and we are happy that you will soon be part of it.

## Riverside NSA 2002

If you have not registered, you will need to register at the door. I have been bringing the NSA 2002 Give-away item - a 3D viewer with views of the Riverside area, the SCSC logo and the NSA 2002 logo to the meetings. These turned out great and ev-

ery registrant to the convention will receive their own. Once again, we have a limited advertising budget, so please help get the word out.

You can still purchase Saturday night NSA Awards Banquet tickets and Sunday morning NSA President's Breakfast where a Stereo Raffle is being held. There is also still some room on the Monday bus trip to Disneyland. Staffing is still needed for the Convention on-site registration desk. We are looking for volunteers (attendees, their spouses, their teenage children). I am very grateful the Burkes have committed to the on-site hours that they have.

## This Year's NSA Speaker

Chris Yewdall, President and CEO of Dynamic Digital Depth Inc. (DDD) is this year's Keynote speaker at the Saturday night Awards banquet. Yewdall oversees the global operations of DDD as it brings 3D TV to the mass market. His strength lies in a unique blend of marketing and technical skills, critical to product development and commercialization. A visionary in the field of 3D television, he has presented at CES, Digital Hollywood, Internet World, JPA's Digital Entertainment Box Forum and QuickTime Live.

This year's topic is "Bringing 3D to the mainstream". For years, 3D has been an audience favorite, sure to attract big ratings during television sweeps weeks and attract a crowd at theme parks; and of course, stereo enthusiasts abound, proven by the success of local stereo clubs and NSA Conferences. Now developments in technology enable 3D TV - without glasses - for the mass market. Chris Yewdall explains how advances in 3D content creation, delivery and display are

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making 3D a reality in everyday life. Find out how these technologies are being used today, what the major emerging market opportunities are, and how 3D will become part of mainstream entertainment.

Future Stereo Conventions:

National Stereoscopic Association (NSA) Conventions (<http://www.stereoview.org/convention.html>):

28<sup>th</sup> NSA Convention, July 10-15, 2002 at the Holiday Inn in Riverside, California. Contact Mike Aversa - [mikjr@aol.com](mailto:mikjr@aol.com) or Lawrence Kaufman - [kaufman3d@earthlink.net](mailto:kaufman3d@earthlink.net) for more info or questions. Visit the N.S.A. 2002 web site at: [http://www.3dgear.com/NSA/3D\\_TV\\_USED\\_IN\\_NATIONAL\\_GEOGRAPHIC\\_EXHIBIT](http://www.3dgear.com/NSA/3D_TV_USED_IN_NATIONAL_GEOGRAPHIC_EXHIBIT)

On April 10<sup>th</sup> Dynamic Digital Depth Inc. (DDD) and StereoGraphics Corporation debuted their partnership, which enables underwater video footage of the Titanic to be shown on 3D TV without glasses as part of a National Geographic exhibit.

The exhibit will be on display at National Geographic's museum, Explorers Hall, in Washington D.C., April 10, 2002 through September 2, 2002. 'Icons of the Sea: The Artistry of Ship Models' will include 3D footage of the Titanic when it was found in 1985. The exhibit features models of 16 vessels, including battleships, a destroyer, an aircraft carrier, an ocean liner, a royal yacht and a whale boat. Hopefully we'll see something like this in Riverside.

DDD converted the Titanic footage from 2D to 3D, and its TriDefTM 3D playback system will be used to display the content on StereoGraphics SynthaGram™ monitor. When DDD's content and delivery technologies are combined with StereoGraphics glasses-free 3D display, 3D TV becomes viable for mainstream consumer use. They've overcome the barriers to mass-market 3D that have existed for so long, and now they're paving the way for 3D TV to become a part of everyday life.

The SynthaGram combines a liquid crystal display panel, lenticular screen and DDD's TriDef 3D playback system to enable viewing in 3D without glasses. DDD is bringing 3D to the mass-market with its TriDef 3D TV System. Its patented technologies enable 3D viewing without glasses; supply of 3D content through 2D to 3D conversion; and 3D transmission over existing networks. More information is available at [www.ddd.com](http://www.ddd.com).

Over the last 20 years, StereoGraphics CrystalEyes shuttering eyewear and Monitor ZScreen products have become the de-facto stereo viewing standard for professionals. The new SynthaGram Monitor, with its ultra bright image and wide stereo viewing angle, is now setting the standard for stereo viewing systems without glasses. More information is available at [www.stereographics.com](http://www.stereographics.com).

Free DOWNLOAD "THREE-DIMENSIONAL PHOTOGRAPHY" (1953)

The 1953 book "Three-Dimensional Photography - Principles of Stereoscropy" by Herbert C. McKay has been added to the Stereoscopic Displays and Applications Conference (SD&A) Virtual Library. The full book is available as a 17MB pdf file for free download.

The main topic of "Three-Dimensional Photography" is stereoscopic photographic technique. Titles of chapters include: Elementary Stereography, Stereoscopic Cameras, Stereographic Technique, Flash in Stereo, Color in Stereo, Pictorial Stereography, Applied Stereoscropy, Polarized Light Applied to Stereoscropy, Close-up Stereography, Trick Work and Hyperstereo. The book also provides a review of a wide range of stereoscopic film cameras, viewers and projectors available at the time. The book touches on a few areas of stereoscopic theory but intentionally does not go into too much detail in these areas. The book con-

tains a glossary of stereoscopic terms and is amply illustrated.

This book continues the aim of the SD&A Virtual Library to make a selection of historical stereoscopic imaging publications easily available in electronic format.

Walt Disney World's Next 3D Attraction

Mouse Tips, the Unofficial Newsletter of Walt Disney World reports that The Legend of the Lion King attraction has closed forever to make room for a new attraction "Mickey's PhilharMagic". This new show will be a "Next generation 3D attraction" and scheduled to open sometime in 2003. In addition to Mickey, the film will feature all the popular Disney characters including Donald, Ariel, Aladdin, Jasmine and Simba, to name only a few. Once this attraction opens each of the four theme parks will have their own 3D movie.

The film will be projected on a 150-foot screen complete with various special effects similar to those used in MuppetVision 3-D and It's Tough to Be a Bug. Disney has a poster up in front of the attraction, which gives guests some very subtle clues to its content.

House of Wax in 3D on DVD?

There is an online petition for the 1953 "House of Wax" movie to be released on DVD with a 3D version. Hosted on the web by PetitionOnline.com, the free online petition service, at: <http://www.PetitionOnline.com/8519/>

I think you might agree with what this petition says. If you can spare a moment, please take a look, and consider signing it yourself. The petition is trying to get Warner's to release House of Wax on DVD with the 3D version as a bonus feature.

Upcoming camera shows

*(Continued from page 5)*

The Buena Park Camera Expo is America's Largest Monthly Camera Show, with Over 200 tables of photo equipment. The show is held at 7530 Orangethorpe (between the 5 and 91 freeways at Beach Boulevard) in Buena Park. New show hours are 9:30am to 2:30pm, \$5 admission with free parking. For more information call: (949) 786-8183 or (949) 786-6644.

Here are the dates for 2002 (subject to change): July 14<sup>th</sup>, August 18<sup>th</sup>, September 15<sup>th</sup>, October 20<sup>th</sup>, November 17<sup>th</sup> and December 15<sup>th</sup>. Check their website: [www.cameraexpo.com](http://www.cameraexpo.com) or email them at: [camera-expo@yahoo.com](mailto:camera-expo@yahoo.com).

#### Bargain Camera Shows

The Pasadena Camera Show is held at the Pasadena Elks Lodge, 400 W Colorado Blvd., 134 Freeway to Orange Grove S. 10am - 3pm. It is often held on the 2nd Sunday of the month. Call for dates. For more information about this and other 'Bargain Camera shows' contact Anton, Bargain Camera shows, PO Box 5352, Santa Monica 90409, (310) 578-7446.

#### Upcoming Stereo Exhibitions

If you are not a Photographic Society of America (PSA) member, you should really think about joining. Visit the PSA website at: <http://www.psa-photo.org>. PSA approved means that those acceptances earned in these exhibitions count towards PSA Star ratings and the PSA Stereo Who's Who list (for PSA members).

The PSA Stereo Division's website: <http://members.aol.com/psastereo> has a number of current Exhibition entry forms. Closing dates and contacts for upcoming PSA Stereo Exhibitions:

PSA Int'l Exh. Of Photography. Formats: Stereo Slides and Stereo Cards

(among others, see below for Stereo Electronic Imaging - EID). Closing date: July 27<sup>th</sup>. Slides and cards - Mark Dottle, 424 Friel Road, Baden, PA 15005 email: [markaren@webtv.net](mailto:markaren@webtv.net) Entry info in the March PSA Journal. North America \$7, Overseas \$10.

PSA Stereo Electronic Image Exhibition. Format: EID. Closing date: July 27<sup>th</sup>. David Thayer, 44 Mill Road, Ipswich MA 01938, email: [dav-ethayer@attbi.com](mailto:dav-ethayer@attbi.com) Fees: U.S. \$5.00, Others \$6.00

TDS 39<sup>th</sup> Int'l Exhibition of Colour Photography. Formats: (almost) All forms of stereo image accepted (no cards). Closing date: August 3<sup>rd</sup>, 2002. US agent Larry Moor, 3169 Bolero Way, Atlanta, GA 30341-5762. North America \$8, Overseas \$8. UK \$4.

47<sup>th</sup> PSA Traveling Stereo Exhibition, 2002-2003. Format: Slides. Closing date: August 7, 2002. David W. Kesner, 12567 West DeMeyer Street, Boise, ID 83713-1409, USA, email: [drdave@dddphotography.com](mailto:drdave@dddphotography.com). <http://www.dddphotography.com/psatravel> Fees: \$6.00 US/Canada \$8.00 all others

Seventh View-Master Int'l Stereo Sequence Exhibition. Format: View-Master reels. Closing date: September 9, 2002. Mitchell Walker, 15480 Antioch St. #302, Pacific Palisades, CA 90272, email: [res082f2@verizon.net](mailto:res082f2@verizon.net)

9<sup>th</sup> DGS Int'l Stereo-Exhibition Hamburg 2002. Formats: Stereo Slides. Closing date: September 14, 2002. Peter/Angelika Schnehagen, Ilkstraat 36, D-22399 Hamburg, Germany, email: [peter@schnehagen.de](mailto:peter@schnehagen.de) Fees: Euro 9,00 Within Europe, \$11 US (cash payment would be appreciated).

39<sup>th</sup> Detroit Int'l Salon of Photography. Formats: ? Closing date: September 16<sup>th</sup>, 2002. Andrew M. Sims, 18075 Oak Drive, Detroit, MI 48221, email:

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trading and gum cards that Topps produced. He wrote an interesting "3-D bible" for the artists at Topps and it contains some interesting observations about stereoscopic fundamentals. "In the 3-D conversion process," Tony writes, "I take the drawing you supply me as the left image. I then simulate the right image by cutting apart copies of the drawing and reassembling them with the proper displacements to create retinal disparities when viewed."

Tony always writes about stereoscopy with great clarity. Though it was acutely humorous, 3-D Jonestown included tutorials on both parallel and cross-eyed freevision. It even included a Random Dot Stereogram (RDS) as part of the tutorials which were clearly illustrated with funny but highly illustrative cartoons. I had been caricatured by Tony in the pages of the Battle 3-D comic book but he most often, and quite deftly, satirizes himself.

After leaving 3D Video Corporation in 1983, Tony began working in motion pictures creating special effects for films like Metalstorm 3-D

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for which he did stereoscopic rotoscoping. At the same time he served as President of the Stereo Club of Southern California from 1984 to 1985 and its Program Director in 1986-87. At this time Tony produced the very first anaglyph cover for the SCSC 3D News. It featured a self-caricature and a joke about the "stereo" window.

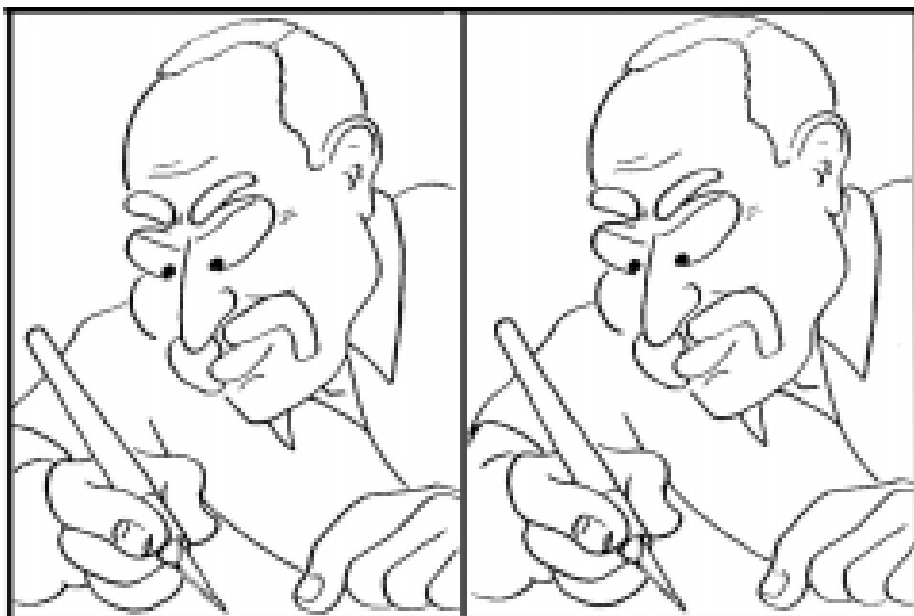
Over the years Tony has produced 3-D conversions for such comics as Sheena 3-D, Spirit Classics in 3-D, The Rocketeer, Spacehawk 3-D and Dracula 3-D. 3-Dementia

Comics, published in 1987, reprinted his 3-D Jonestown story in both freevision and anaglyph. Tony also produced great computer-generated anaglyph movie "fly-throughs" of Yosemite and Venus for a 3-D CD-ROM project as well as some great Star Wars photo 3-D conversions. He has also periodically grappled with the impossibility of making functional anaglyphs on NTSC composite TV which is used for VHS and broadcast television.

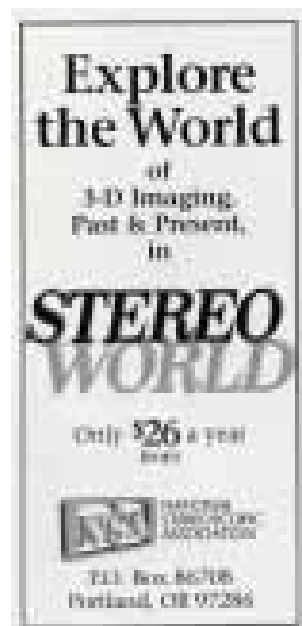
While doing all this and working on many film and TV projects, Tony has also produced numerous articles on stereography for dif-

ferent publications such as Stereoscopy, the March 1993 issue of which includes his essay "An Introduction to 3-D Computing." He also recently won an Emmy for his special effects on "Dune" which premiered on the Sci-Fi cable channel in December 2001.

Though he has many stereographic accomplishments, I always think of Tony Alderson as a stereo caricaturist, poking devastating humor into the highly competitive world of 3-D business. Like he writes in 3-D Jonestown, "the story in this comic is mostly 'true.' Only the names, places, events and personalities have been changed to protect the AUTHOR."



*Tony Alderson caricatures himself making a 3-D conversion in "3-D Jonestown" for Zornoid Illustrations, in freevision.*



(Continued from page 6)

andywims@yahoo.com. Fees: North America \$7. Overseas \$8.

PSA Stereo Division 10<sup>th</sup> Nonstar Individual Competition. Format: Most (a variety). Closing date: October 15, 2002. James Roy, FPSA, 2902 Peyton Randolph Dr., #202, Falls Church, VA 22044. email: jimroy@juno.com.

Fees - ?. Open to stereographers who have not qualified for a star, acceptances do not count towards a star. Great for beginners .

44<sup>th</sup> Hollywood Int'l Stereo Slide Exhibition (not PSA sanctioned). Format: Stereo Slides. Mitch Walker, CA. email: res082f2@verizon.net  
Fees: ?

4<sup>th</sup> Hollywood Int'l Stereo Card Exhibition. Format: Stereo Cards. January 2003

Quote – A single frame of film contains over 12-million pixels of information, and the full range of human emotion - KODAK

I'll see you in Riverside!

## “The Mast-tail”

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3-D 3-D

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