

# World cup in Sony 3D: turning point in sports broadcasting

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Sports broadcasting will never be the same again, thanks to the dawn of 3D TV technology, which Sony - an official FIFA partner for the 2010 FIFA World Cup - is showcasing at this year's tournament through the production of 25 games and promotional football trailers being shown in 4000 retail stores across the globe.



## "Difficult to go back to 2D"

"Filming and producing 25 matches in 3D is going very well. People are very excited to watch those 25 matches around the world. Once you get used to 3D images, it will be difficult for people to go back to 2D," Ikuma Nakagawa, Sony spokesperson, told Bizcommunity.com late last week.

"In addition, during the 2010 FIFA World Cup, Sony opened a variety of pavilions in seven countries, including SA, where visitors are able to experience the '3D world Created by Sony' featuring vivid 3D images of football as well as others forms of entertainment," Nakagawa added.

The 3D content entertainment includes music, play stations games and movies such as Resident Evil and After Life.

Sony's Nelson Mandela Square 3D World tent, launched early last month, has already attracted more than 3000 people, whereas at other pavilions in six countries there are approximately between 1000 and 2000 visitors daily.

"At the 3D world, people are very excited about our power of 3D technology - the lens-to-living room capability."

## 3D live concert

Last week Thursday, the Parlotones performed live in 3D, which was the first full-length 3D live concert in SA, Nakagawa said.

The games' 3D images are being captured by Sony HDC cameras and enabled through a multi-image processor and 3D outside broadcast vans.

Nakagawa said his company has been working hard since last year's FIFA Confederations Cup in SA to enhance the 3D capturing of fast-moving football action, and has since conducted a number of 3D filming trials in Europe.

Filming of games is being realised at five stadiums only - Soccer City, Ellis Park, Moses Mabhida, Greenpoint and Nelson Mandela Bay. This week's two semi-finals games and the final will also be filmed on 3D, Sony said.

### **Distribution becomes FIFA's territory**

Once the world cup games are filmed and produced by Sony, distribution becomes FIFA's territory, as stipulated in the partnership between the Japanese maker and the world soccer governing body. This partnership means soccer fans are now watching certain games on 3D at selected Ster-Kinekor and Nu-Metro cinemas across SA and around the world.

Ster-Kinekor's 3D world cup content, with 'astounding' visuals and booming surround sound, is being shown on a six-metre screen at outlets such as Sandton (Johannesburg), Cavendish (Cape Town), Brooklyn (Pretoria), The Bridge (Port Elizabeth) and Gateway (Durban).

Nu Metro, in partnership with MultiChoice, is showing its 3D matches at Emperors Palace, Montecasino, Clearwater Mall, The Glen, Bedford Centre, Hyde Park, Menlyn Park, The Pavilion, Galleria, V&A Waterfront, Canal Walk, Riverside Mall, Loch Logan and Walmer Park.

### **Ticket prices**

Ster-Kinekor charged R100 for group stages matches and R120 for quarter-finals. The semi-finals and third place match fee is R140, while the final on Sunday will cost R200 per person. Nu Metro is charging R140 for the semi-finals, R120 for the third place match, and R200 for the final.

"There's no need to wade through the crowds or brave the cold to experience all the exciting thrills, spills, goals and fouls - take the family along for a virtual football fiestas on a six-metre 3D screen in the comfortable and intimate environment of your nearest SK cinema," Ster-Kinekor marketing executive Michael Bender said.

Walter Bloom, a Johannesburg soccer fan, who watched two world cup matches on 3D with his family, said: "This is football action in its best. This truly marks a turning point in football broadcasting. I have never seen something like this before."

Ster-Kinekor also launched a 3D cinema last month in Bloemfontein (Mimosa Mall).

For more, go to [www.sony.net/football](http://www.sony.net/football), [www.sterkinekor.com/worldcup\\_3d/index.html](http://www.sterkinekor.com/worldcup_3d/index.html), [www.numetro.co.za/index.php?page=fifa\\_world\\_cup\\_2010\\_in\\_3-d](http://www.numetro.co.za/index.php?page=fifa_world_cup_2010_in_3-d) and [www.reald.com](http://www.reald.com).

## **ABOUT ISSA SIKITI DA SILVA**

Issa Sikiti da Silva is a winner of the 2010 SADC Media Awards (print category). He freelances for various media outlets, local and foreign, and has travelled extensively across Africa. His work has been published both in French and English. He used to contribute to Bizcommunity.com as a senior news writer.

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