

'Dawn of the Dead' goes 3-D

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Romero's 1978 film adds dimension for theaters

George A. Romero's "Dawn of the Dead" will be "dimensionalized" to stereoscopic 3-D for a planned theatrical release.

New Amsterdam Entertainment has tapped 3-D company In-Three, which will use its proprietary "dimensionalization" process to turn the 1978 indie horror flick movie into 3-D. The project is expected to be completed within the year.

So far the only legacy 2-D film that has been converted and re-released in digital 3-D is "Tim Burton's The Nightmare Before Christmas," which Disney released in October 2006 in 168 theaters, grossing \$8.7 million. Disney reissued the film in October and plans to repeat this year and in 2009.

There are slightly more than 1,000 3-D-ready digital screens in the domestic market, and that number is expected to grow.

In-Three uses patented software tools and techniques to create a second camera image from a 2-D image. Each frame is "dimensionalized," meaning that all objects are moved forward or backward from the screen or in relation to one another so as to achieve the desired dramatic effect.

In-Three "dimensionalized" the "Star Wars" 3-D demo clip that first screened at ShoWest in 2005.

"We are seeing interest now that people realize there will be sufficient screens to justify the cost," In-Three's Neil Feldman said.