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**LEGEND3D TAKES HOME 2010 MOST INNOVATIVE NEW PRODUCT (MIP)
AWARD AT CONNECT'S 23rd ANNUAL MIP AWARDS**

San Diego Company's 2D-to-3D Conversion Technology Honored for Excellence in Innovation

SAN DIEGO, Dec. 15, 2010 – [Legend3D, Inc.](#) was honored with the 2010 Most Innovative New Product (MIP) Award in the software category for the company's patented 2D-to-3D conversion technology at [CONNECT's 23rd Annual MIP Awards](#) on Dec. 10. For the past 23 years, [CONNECT's MIP Awards program](#) has honored new products created and launched in San Diego with the potential to make a worldwide impact on society.

In the last year, Legend3D's 2D-to-3D conversion work has raised the bar—offering production studios, distribution companies, and major advertising agencies a high-quality, flexible alternative to filming in native 3D.

"This CONNECT award is an honor and testament to the Legend3D team of skilled artists and innovators who have successfully brought an immersive 3D experience to home and theater audiences worldwide. We are uniquely positioned to deliver the highest quality 3D storytelling within the filmmaking industry and are proud to be recognized among San Diego's top technology innovations across many industries," said [Dr. Barry Sandrew](#), founder and COO/CTO of Legend3D. "Additionally, we are most proud that we have added more than 300 jobs in San Diego, continuing to grow and support our local economy and helping to keep San Diego on the national radar as a hotbed for technology innovation."

The MIP Award winners were selected from more than 100 entries—a record setting number. The competition has eight categories: action and sport technologies, aerospace and security technologies, clean technology, diagnostics and research tools, medical products, software, hardware and general technology, and communications and IT.

The winners were announced Dec. 10 at the Hilton Torrey Pines Hotel to a sold-out audience of more than 800 of San Diego's top executives, entrepreneurs, service providers and academics.

"At CONNECT we believe a real benchmark for evaluating the success of San Diego's innovation economy is the number of innovations that are successfully commercialized and deliver a major benefit to society. Our Most Innovative New Product Awards recognizes a new crop of leap-frog innovation in new products. Legend3D joins an impressive roster of previous winners and exhibits the best qualities of the entrepreneurial spirit that have established San Diego's global reputation as a leader in innovation," said Duane Roth, chief executive officer of CONNECT.

The CONNECT MIP Awards program has been an indicator of the industries and technologies that have stimulated the San Diego economy, from early stage biotechnology companies to the first products generated by the region's telecommunications boom. For more information about Legend3D or for press inquiries, contact Taryn Unruh at 619-234-0345.

About Legend3D

Legend3D, Inc. is a dynamic digital media and visual effects company. Founded in 2001 by Dr. Barry Sandrew, Legend3D utilizes patented 2D-to-3D image conversion technologies to enhance filmmakers' storytelling by creating the highest-quality dimensional conversions. Legend3D is the most experienced 3D conversion company in the industry and has completed 3D conversions for Warner Bros., Sony, Hewlett Packard, M&M Mars, New Balance, the Michael Jackson Tour, MTV, and Disney. Legend3D's conversion artists are rapidly setting the industry standard for 2D-to-3D conversion and continue to help filmmakers connect with audiences worldwide. For more information, visit www.Legend3D.com.

About CONNECT

CONNECT is a nonprofit organization dedicated to creating and sustaining the growth of innovative technology and life science businesses in San Diego. Since 1985, CONNECT has assisted in the formation and development of over 2,000 companies and is widely regarded as the world's most successful regional program linking inventors and entrepreneurs with the resources they need for success. CONNECT focuses on research institution support, business creation and development, entrepreneurial learning, access to capital, public policy advocacy, awards, recognition and networking. There are more than 40 organizations in 18 countries that have adopted the CONNECT model, including New York City, the UK, Sweden, Norway, Denmark, Australia and India.

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