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**LEGEND3D DELIVERS MAJORITY OF 2D-TO-3D STEREO CONVERSION ON *THE SMURFS*  
FOR COLUMBIA PICTURES AND SONY PICTURES ANIMATION**

SAN DIEGO (Aug. 15, 2011)—[Legend3D](#), the leading innovator in 2D-to-3D conversion technology, today announced it recently converted 62 minutes of 3D footage for [The Smurfs](#), the hybrid live-action and animated family comedy film based on the iconic comic strip characters. The international hit brings the tiny Smurfs to the big screen in 3D, immersing moviegoers in one of the summer's most anticipated family films. Columbia Pictures and [Sony Pictures Animation](#) selected Legend3D to convert approximately 70 percent of the film and a portion of trailer footage based on Legend3D's reputation and track record for delivering high-quality conversion work. Directed by [Raja Gosnell](#) and produced by [Jordan Kerner](#) and Executive Producers [Ezra Swerdlow](#), [Ben Haber](#) and [Paul Neesan](#), the film opened in theaters on July 29, 2011, in RealD 3D and IMAX 3D theaters throughout the U.S.

[Dr. Barry Sandrew](#), founder, chief technology officer and chief operating officer of Legend3D, said, "It was an honor to be selected as the primary conversion partner for *The Smurfs*, and truly a testament to our amazing stereographic talent, high-quality conversion technology and process. Our close collaboration with Sony Pictures Imageworks' 3D Visual Effects Supervisor and Stereographer [Rob Engle](#) and Stereographic Supervisor [Darren Lurie](#) resulted in a superior 3D product that has delighted and wowed audiences worldwide, successfully bringing the Smurfs from their 2D comic book origins into very lifelike, brilliant and fully dimensional characters."

Legend3D uses a proprietary 2D-to-3D conversion process that combines skilled artistry with technology to enhance filmmakers' storytelling, deepening their connections with audiences across the big screen and in home theaters worldwide. The company's proven conversion process, pipeline and methodology allow Legend3D to deliver incredibly complex scenes in the highest quality 3D—a quality that is essentially indistinguishable from camera-captured 3D.

*The Smurfs* is a Kerner Entertainment Company production presented by Columbia Pictures and Sony Pictures Animation. The film stars Neil Patrick Harris, Jayma Mays, Sofia Vergara, and Hank Azaria as Gargamel. Audiences join the Smurfs on an immersive and entertaining 3D adventure when the evil wizard Gargamel chases the Smurfs out of their village, through a magical portal, and into our world, where they land in the middle of New York's Central Park. Just three apples high and stuck in the Big Apple, the Smurfs must find a way to get back to their village before Gargamel tracks them down.

Legend3D has completed conversion work on cornerstone franchises for several major Hollywood studios, including the first three titles of [Shrek: The Complete Collection 3D](#) on Blu-ray for [Dreamworks Animation](#).

For more information about Legend3D, please visit [www.Legend3D.com](http://www.Legend3D.com). 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

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company in the industry and has completed 3D conversions for Bay Films, Paramount Pictures, Warner Bros. Pictures, Columbia Pictures, Sony Pictures Animation, Sony Pictures Imageworks, Walt Disney Studios, DreamWorks Animation, Screen Gems, Hewlett Packard, M&M Mars, New Balance, the Michael Jackson Tour, and MTV. Legend**3D**'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](http://www.Legend3D.com).

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