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**LEGEND3D NAMED FINALIST FOR THE 2010 CONNECT MOST INNOVATIVE NEW PRODUCT AWARDS**

*San Diego Company's Technology Recognized for Advancing the Entertainment Industry*

SAN DIEGO (Oct. 19, 2010)—[Legend3D, Inc.](#), the leading innovator in 2D-to-3D conversion technology, today announced that its proprietary 3D conversion technology is a finalist for a [2010 CONNECT Most Innovative Product \(MIP\) Award](#) in the software category. Now in its 23<sup>rd</sup> year, the CONNECT MIP Awards serve as the “Oscars” for local technology innovation and showcase San Diego companies that have made cutting-edge technology contributions. Legend3D was selected from approximately 100 entries across eight different categories based on its impact within the San Diego economy and its technology which has greatly advanced the entertainment industry. Winners for the CONNECT MIP Awards will be announced on Friday, Dec. 10, at the Hilton La Jolla Torrey Pines in La Jolla, Calif.

“We are honored to be recognized by CONNECT for merging skilled artistry and our advanced technology to bring an immersive 3D experience to home and theater audiences worldwide,” said Dr. Barry Sandrew, founder, president and COO of Legend3D. “With the resurgence of 3D filmmaking, it is our commitment to deliver the highest-quality 3D storytelling to the San Diego community and industry at large.”

Legend3D's 2D-to-3D conversion work continues to raise the bar---offering production studios, distribution companies, and major advertising agencies a high-quality, flexible alternative to filming in native 3D. Winners of the CONNECT MIP Awards will be honored before an audience of more than 800 of San Diego's top executives, entrepreneurs, service providers and academics.

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](http://www.Legend3D.com).

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