



Media Contact:

Taryn Unruh
619-234-0345
unruh@formulapr.com

LEGEND3D APPOINTS FORMER PRIME FOCUS CEO AS PRESIDENT

Current President and Founder Barry Sandrew Continues All Conversion Operations and Technology Development as COO and CTO

SAN DIEGO (Nov. 16, 2010)—[Legend3D, Inc.](#), the leading innovator in 2D-to-3D conversion technology, today announced that Rob Hummel has joined the company as president, effective immediately. The former executive of 3D conversion company Prime Focus will play a highly strategic role, closely collaborating with Geoff Goodman, Legend3D's executive vice president of new business development, in directing top projects and studio relationships. This appointment will allow Barry Sandrew, company founder and current president to better focus his energy on 3D/VFX technology development and creative oversight of feature films and commercial projects.

The expansion of Legend3D's executive team is a direct response to the influx of feature film, broadcast commercial, and catalog film conversion projects; Legend3D's much-praised conversion of *Alice in Wonderland* for Disney; as well as its ongoing 3D work for several major Hollywood studios. Of note, Legend3D's four-person executive team now collectively holds 12 patents and represents multiple decades of film and entertainment experience. With Hummel's appointment as president, Legend3D remains well-positioned as the leader in delivering high-quality conversions on time and on budget.

"Rob's unique strategic knowledge of film and digital entertainment, backed by his comprehensive knowledge and experience in cinematography, post production, animation, film restoration, and all aspects of digital capture, scanning compositing and visual effects will greatly strengthen Legend3D's ability to continue its mission. He will help produce the seamless, highest-quality 3D storytelling experience that renowned film makers have come to expect from us," said Barry Sandrew, founder, COO and CTO of Legend3D. "It's an honor to welcome Rob to our executive team."

Prior to joining Legend3D, Hummel served as CEO, post production, of Prime Focus North America. Before that, he was the president of Digital Cinema at DALSA Corporation, where he led the charge into the motion picture industry for the company's 4K camera. He also worked on numerous high-profile projects, including *The Dark Knight*, for which he helped test the post production pipeline and proof of concept to deliver the film in IMAX format. Hummel has also held senior vice president positions at Warner Bros.—where he advised on motion picture technologies, including digital restoration work for *Gone with the Wind* and *The Wizard of Oz*—and at SONY, where he led the development of the company's Digital Cinema strategy. Additionally, Hummel's vast portfolio within the filmmaking industry includes leadership positions at Technicolor, DreamWorks Animation and The Walt Disney Company.

As a proponent of motion picture technology throughout his career, Hummel is an associate member of the American Society of Cinematographers and also serves on the Academy of Motion Picture Arts and Sciences' Science and Technology Council. He has hosted numerous Academy events, covering a variety of subjects from film formats to 3D cinematography, and also has taught at the University of Southern California and the University of California, Los Angeles. In 2006, Hummel was honored by ShoWest as a pioneer in the digital cinema field, recognizing his ongoing contributions in advancing the digital cinema.

Hummel will be based out of Legend3D's Los Angeles office. For more information about Legend3D, please visit www.Legend3D.com. For press inquiries, contact Taryn Unruh at 619-234-0345.

About Legend3D

Legend3D is a dynamic digital media and visual effects company. Legend3D utilizes patented 2D-to-3D image conversion technologies to enhance filmmakers' storytelling by creating the highest quality dimensional conversions possible. Legend3D's conversion artists are helping filmmakers connect with audiences worldwide and are rapidly setting the industry standard for 2D-to-3D conversion. Legend3D has completed 3D conversions for Warner Brothers, Sony, Disney, and DreamWorks Animation SKG, Hewlett Packard, M&M Mars, New Balance, the Michael Jackson Tour and MTV. Founded in 2001 by Dr. Barry Sandrew, Legend3D is headquartered in San Diego and operates facilities in San Diego, Los Angeles and Patna, India. For more information, visit www.Legend3D.com.

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