



3D Blu-ray Solution Brief

- Professional Solution for:
 - Fully Customizable 3D BD
 - 3D Dailies & Internal Review
 - Adding 3D BD Capacity

3D is Everywhere

High Def 3D capture is - and has been for years - taking place all around the world, every single day. The missing links - until now, that is - have been mass market 3D consumer electronics and efficient professional tools for publishing 3D content. NetBlender is changing the Blu-ray game again with the first affordable solution to encode and author for Blu-ray 3D.

DoStudio - Your End-to-end 3D Solution

NetBlender provides a complete Blu-ray 3D solution to cost-effectively build-out an integrated supply chain with an emphasis on quality and efficiency.

Leveraging the DoStudio 3D Blu-ray solution, customers can easily match the production times of a typical 2D Blu-ray Disc. With DoStudio, you can even open existing 2D projects and recreate them as 3D and with our point-and-click interface, we cut the guesswork (and the drama) out of Blu-ray 3D.

Blu-ray 3D Applications

With the help of robust tools like DoStudio, Blu-ray 3D is the ideal publishing format for a host of 3D content, such as:

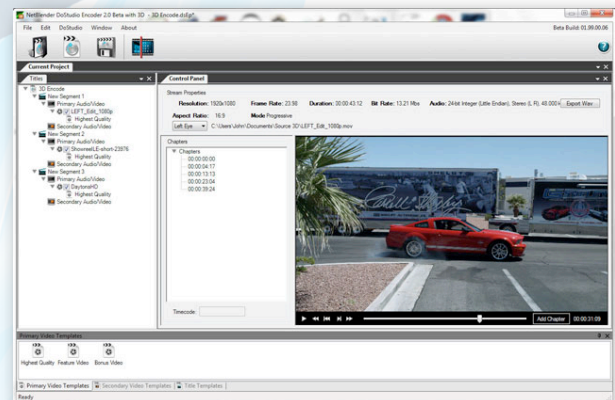
- Feature Film
- 2D Catalogue conversion to 3D
- 3D kiosks and museum installations.
- 3D dailies and internal review copies
- Corporate and Medical
- Sporting and other events

DoStudio Authoring Release 2.0 with 3D Authoring Advanced Module

DoStudio's 3D authoring module allows you to setup up your 3D Blu-ray titles quickly; simply add your base and dependent view MVC streams, set up your pop-up menus offset information and include 3D subtitles.

DoStudio Encoder Release 2.0 with MVC (3D) and AVC (2D)

NetBlender's DoStudio Encoder delivers professional-level 1080p MVC streams for each eye with an intuitive interface and fast encode speeds. The DoStudio Encoder creates 100% guaranteed Blu-ray spec compliant MVC files for BD3D applications. This hassle-free software-based encoding solution can be installed on any modern workstation or laptop - Mac (with Boot Camp) or PC - and you can be up and running in minutes.



DoStudio MVC Encoder Interface

Select DoStudio 3D Features

- MVC Encoder Accepts QT, AVI and YUV
- Full 3D BDJO Support
- Real time 3D Encoding (See reverse side for specs)
- Z-Depth Support
- Re-use 2D DoStudio Projects
 - PSDs
 - Audio
- 3D Multiplexing and Formatting for Replication
- HDMV Support (Available Q4)



Recommended 3D Encoding and Authoring Workstations

Real-time Encoding* Extreme Workstation



HP Z800 12-core Extreme Workstation or similar

- Dual Intel® Xeon™ X5660 Six-Core Extreme
- 6GB Tri-Channel DDR3 SDRAM at 1066MHz
- 1000GB - 7200RPM, SATA 3.0Gb/s, 16MB Cache
- One (1) 1920×1080 display



8-core MacPro with Boot Camp

- Two 2.26GHz Quad-Core Intel Xeon “Nehalem” processors
- 6GB RAM
- 640 GB system drive + 1TB 7200-rpm Serial ATA 3Gb/s AV Drive
- Apple Cinema HD Display (30” flat panel)
- Windows® running in Boot Camp (DoStudio does not run in Parallels).

*Capable of real-time 3D encoding per pass with high-speed hard drive

DoStudio MVC Encoder QuickTime Codecs Supported

- AJA 8-bit / 10-bit uncompressed
- Blackmagic 8-bit / 10-bit uncompressed
- Apple ProRes / ProRes HQ
- XDCam HD
- DNxHD

Valid Frame Resolutions and Frame Rates for BD3D Video

- 1920×1080 @ 23.976 fps progressive
- 1280×720 @ 59.94 fps progressive
- 1280×720 @ 50 fps progressive

Viewing 3D Content on Computer

On a Desktop PC using active shutter glasses:

- Cyberlink PowerDVD 10 for 3D or Arcsoft TMT for 3D
- nVidia GeForce 3D Vision Kit
- nVidia GeForce 3D compatible video card*
- Acer 3D capable screen with active shutter glasses*
- An interleaved MVC stream or a Blu-ray 3D disc folder

* www.nvidia.com/object/3D_Vision_Requirements for 3D compatible graphics cards and monitors