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## **Hollywords, LLC to Produce First-Ever Dictionary of Stereoscopic 3D Terms**

*“Hollywords® in Stereoscopic 3D”*

**Hollywood, California – (November 2, 2009)** – Media and entertainment (M&E) industry dictionary and directory producer, Hollywords, LLC, today announced the launch of its latest M&E dictionary project: [\*Hollywords® in Stereoscopic 3D\*](#).

“This will be the world’s first full dictionary dedicated to 3D terminology,” said Richard W. Kroon, industry executive and author of *A/V A to Z*, an encompassing dictionary of M&E terminology due to be published in 2010. “There are several shorter glossaries available, but to date no one has provided a single source for authoritative definitions covering the full range of 3D terms and concepts, including stereoscopy and 3D vision.”

Stereoscopic 3D is closely associated with the 1950s and films such as *House of Wax* and *Creature from the Black Lagoon*, but the current 3D renaissance actually began in 2005 with the release of *Chicken Little*, the first feature film presented in digital 3D. Since then, digital 3D features have generally account for less than one-third of the total screens in a mixed 2D/3D wide release (due to the limited availability of digital projection theaters), but still account for over half of the theatrical box office. The limit on available 3D screens is about to be lifted by Technicolor’s film-based 3D process, which has none of the technical limitations that plagued 3D in the 1950s and is the equal to digital 3D, according to test audiences. Further, the perception that 3D is a filmmaking gimmick will be put to rest with the December release of James Cameron’s *Avatar*, which will show that 3D can be used as a highly-effective, immersive storytelling technique.

“Stereoscopic 3D comes with its own vocabulary, with some terms dating back to the 19<sup>th</sup> century and others being coined new each day,” said Kroon. “This will lead to confusion and frustration as 3D permeates the industry—until, of course, someone writes a 3D dictionary that is up to the challenge. We’ll have just that with *Hollywords® in Stereoscopic 3D*, which will be a self-contained 3D primer in alphabetical form.”

### **About the Author:**

Richard W. Kroon shot his first film more than 25 years ago. Since then, he has worked on numerous independent film and video projects in front of and behind the camera, gaining experience as a writer, director, and producer along with the various production crafts ranging from set construction to rigging grip. Mr. Kroon has spent the last 15 years focused on the business side of the media and entertainment industry, including senior positions with the MPAA and Technicolor. In addition to being an award-winning videographer, Mr. Kroon is a member of the Society of Motion Picture and Television Engineers and holds a BS from the University of Southern California, an MBA from Auburn University, and post-graduate certificates in Film, Television, Video, and Multimedia from UCLA Extension's Entertainment Studies program.

### **About Hollywords, LLC:**

Hollywords, LLC has produced a family of media and entertainment reference materials, including an online directory of industry support organizations, and a line of encyclopedic dictionaries that cover the full media product lifecycle from content creation to final delivery across all content forms and media. More information is available at [www.hollywords.org](http://www.hollywords.org).

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*Note to editors: Review copies, images and additional information available upon request.*

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