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Grizzly Adams Releases World's First Faith-Based 3D Film

*"Fabric of Time" In 3D Available for Christmas Season
Theatrical Exhibition, Broadcast and DVD Licensing*

St. Louis, MO—Along with twenty 3D movies from major secular studios that will hit theaters in 2010, legendary family film producer Grizzly Adams® Productions will release this fall a 3D version of the highly acclaimed Shroud of Turin documentary: *The Fabric of Time*. The motion picture is the first faith-based 3D film ever released in the domestic and overseas markets, according to Charles E. Sellier, founder and CEO of Grizzly Adams Productions.

"Clearly, the industry leaders, both movie studios and television networks, are committed to the newest generation of 3D," notes Sellier. "We're keeping pace with the trend makers with our own efforts to supply the faith market with quality 3D programming."

"The box office success of *Avatar* last year was an eye-opener for everyone in the entertainment business, as well as audiences worldwide," observes David Balsiger, senior producer at Grizzly Adams. "*How to Train Your Dragon*, *Clash of the Titans*, *Shrek Forever After*, and *Alice in Wonderland* have already been released this year in 3D. The next *Toy Story* and *Harry Potter* sequels will both be out in 3D later this year."

"To be the first production company to release a 3D faith-based documentary in the history of film is a milestone honor for Grizzly Adams," notes Sellier. "By converting *Fabric of Time* to 3D, we took a film that has already received numerous film industry and audience awards and made it into an even more immersive, enlightening, and engaging experience."

"What more fitting topic to launch 3D on television networks than a documentary about Christ's resurrection as documented in what scientists believe to be his burial Shroud?" asks David Balsiger.

***Fabric of Time* Examines Shroud of Turin**

The subject of the film is the Shroud of Turin, a piece of ancient linen 14 feet 3 inches long by 3 feet 7 inches wide. Its bloodstained surface is embedded with a negative image of the undistorted front and back sides of a man who appears to have been severely beaten and crucified. For more than two thousand years, Christians have believed Christ's body was wrapped in the Shroud when He was placed in a borrowed tomb in Jerusalem 2000 years ago. The image of Jesus, it is believed, was

projected onto the cloth as He ascended to heaven.

This film examines the Shroud scientifically, historically, archaeologically and theologically. "The three dimensional holographic image scientists have developed of the likeness of a man that appears on the Shroud has always been integral to our narrative," adds Grizzly Adams' Balsiger.

The Fabric of Time was converted to 3D by San Diego-based PassmoreLab, a state-of-the-art facility dedicated to converting two-dimensional motion pictures into 3D entertainment and educational experiences.

"Today's digital 3D is an amazing effect, especially in the scenes in our film where we recreate a three dimensional hologram," notes Balsiger. "Audiences of the 3D version of *The Fabric of Time* will see technology similar to the best 3D coming out of the major studios and networks," he adds.

The Evolution of 3D

Films in 3D have existed in some form since the late 1890s when British film pioneer William Friese-Greene filed a patent for a 3D movie process. The earliest confirmed 3D film shown to a paying audience was *The Power of Love*, which premiered at the Ambassador Hotel Theater in Los Angeles on September 27, 1922.

What film aficionados previously considered the "golden era" of 3D began in 1952 with the release of the first color stereoscopic feature, *Bwana Devil*. Three-D films were prominently featured in American cinema for a few years in the early 1950s, but were soon relegated to a niche market in the motion picture industry because of the costly hardware required for producing and exhibiting 3D films.

The newest generation of 3D was fueled by the high quality of the graphics in the 2004 film, *The Polar Express*. "The advent of digital technology has given film, video, and computer innovators a platform to bring 3D to life in the 21st century," says Balsiger.

The New 3D Revolution

After watching the opening of the 2010 FIFA World Cup in 3D on television (ESPN), Grizzly Adams' Sellier remarked, "All I can say is 'Wow!'" A veteran filmmaker whose credits span more than three decades, Sellier then added, "This is the best thing that has happened to the entertainment business since sound was invented." He predicts that all television shows will be broadcast in 3D within the next several years.

"Just as when talkies took off," adds Balsiger, "We're in the midst of 3D changing the way we enjoy movies and television shows. Grizzly Adams and PassmoreLab are strategically poised to benefit from what many industry observers predict will be a groundswell of demand for 3D media."

"After Avatar, it is clear that audience enthusiasm is high," says Greg Passmore, president of PassmoreLab. "Studies by Texas Instruments show that audiences retain more when watching a 3D film. This is important for education and could play an important role in teaching faith-based materials."

Dreamworks' David Geffin has described 3D as "a complete game changer." Investment and asset management firm, Piper Jaffray, estimates the 3D market will grow from \$5.5 billion in calendar year 2010 to \$25 billion by 2012. The internationally recognized accounting firm, PricewaterhouseCoopers, concludes that every industry sector must make adjustments over the coming months to meet the creative and financing demands of 3D production.

Explosive Growth in 3D TV Market

While audiences can expect 3D productions to start to take over movie theaters, 3D is also becoming a factor in homes around the world. The portion of U.S. households that will have a 3D television set will rise from four percent this year to 45 percent in four years, according to U.K.-based research firm Futuresource Consulting.

In the faith market, starting this past March, CatholicTV began making a strong commitment to 3D "It's a way for us to show that we believe the message we have is relevant, and we're going to use every possible avenue to bring that message to people," said CatholicTV's director, the Rev. Robert Reed, whose network reaches 5 to 6 million homes nationwide through various cable providers.

Earlier this year, Disney's ESPN announced plans to launch a 3D television network in June of 2010. ESPN 3D will air a minimum of 85 live sporting events during its first year of operations. Events will include 25 World Cup soccer matches and the Summer X Games, as well as college basketball and football, including the BCS National Championship.

DirecTV is launching four 3D channels—Channel 103 n3DTM powered by Panasonic, Channel 104 DirecTV Cinema (Pay Per View), Channel 105 DirecTV on Demand in 3D, and Channel 106 ESPN 3D. In addition, Sony and Discovery have announced that they will join together to launch a 24/7 3D network in 2011.

Grizzly Adams and \$200 Million 3D Deal

With the industry's aggressive acceptance of 3D, the need for content is exploding. In May of 2010, Grizzly Adams Productions announced that it is working with PassmoreLab to convert 500 of its 750 feature films, television series, and documentaries to 3D. According to Balsiger, when completed, the estimated seven-year, \$200 million project "will create the largest 3D library in the entertainment industry."

The first feature film available from the Grizzly Adams-PassmoreLab partnership is the highly regarded family-oriented motion picture, *Friends for Life*, which was initially released in 2D. The two companies expect to release ten to twelve titles for 3D broadcast licensing and 3D Blu-Ray distribution by early 2011. *Friends for Life* which has won 30 national and international awards is expected to be in stores for the Christmas season.

In addition to converting its existing 2D library to 3D, Grizzly Adams and PassmoreLab will produce eighteen new 3D feature films and seventy-eight 3D television series episodes over the seven year term of the agreement.

Balsiger notes, "To the best of our knowledge, we're the first production company to initiate converting a major library to 3D."

Grizzly Adams Productions, named after its long-running NBC Network TV series *The Life and Times of Grizzly Adams*, produces network "Sweeps" TV specials and series for the Ion Network (formerly the PAX-TV Network) and major cable channels. During the past 35 years, Grizzly Adams producers have produced more than 1200 family friendly TV specials and series for NBC, CBS, PAX, Discovery, Syfy Channel, The Learning Channel, and other networks. Eleven of the company's theatrical films are still among the top 100 all-time independent grossing films (non-studio), with six of those releases ranking in the top 25.

The consumer home versions of *Fabric of Time* and *Friends for Life* will be available to retailers in 3D Blu-Ray for the Christmas season.

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About PassmoreLab

PassmoreLab, the San Diego-based multi-media production studio that specializes in 3D production and 2D to 3D content conversion, has the world's largest library of 3D content available for licensing. The studio custom-designs and builds its own RED camera 3D rigs for both conventional and rugged film productions, shooting everything from feature films, television and science documentaries, to underwater diving, extreme sports and cave exploration. State-of-the-art facilities include a full 3D production studio, video/film post-production, optical development lab, and a software development environment. Production includes 2D, 3D, high dynamic range time lapse, stereoscopic microscopy and cutting-edge simulation technologies for real time SFX. PassmoreLab's proprietary technology for 2D to 3D content conversion is known in the industry for quick turnaround times and competitive conversions costs. PassmoreLab has additional offices in Russia and the Philippines. For more information visit www.passmorelab.com, or contact Steve Glum at 1-858-200-5813 or email at steve@passmorelab.com.
<http://www.passmorelab.com/PL2minTRAILER.mov>.

About Contacting Grizzly Adams® Productions

For quotes or to interview Grizzly Adams® Productions' principal producers, contact Michelle Miller at 1-970-690-7302, or email michelle@grizzlyadams.tv. For program TV/DVD licensing, contact David W. Balsiger at 1-970-663-3820 Office/ dwbalsiger@ultrasys.net or Denise Lucas, senior rights consultant at 1-970-412-5950 or email denise@grizzlyadams.tv (Skype: grizzlyadamslicensing). For more information on GAP's library of 600 TV specials/DVD programs, visit www.grizzlyadams.com.

About Ordering Grizzly Adams® DVD Products

Consumer direct orders may be placed online at www.grizzlyadams.com or by calling 1-800-811-0548.

Secular retailers may acquire *The Fabric of Time* and numerous other DVD program titles, from Grizzly Adams Family Entertainment (GAFE) through Lynn Stewart at 1-509-951-0421 or email at lynn@grizzlyadams.tv. Or visit www.grizzlyadams.com.

Religious retailers in the U.S.A. may order the Christian version of *The Fabric of Time*—entitled *The Case for Christ's Resurrection*—as well as many other faith-based titles through Anchor Distributors at 1-724-334-7000 or 1-800-444-4484, or visit www.anchor distributors.com. In Canada, retailers may acquire Grizzly Adams DVD titles through CMC Distribution—David Cook Distribution Canada at 1-905-641-0631 or visit www.yourmusiczone.com, or from IAM Distribution at 1-519-446-9916 or visit www.iamdistribution.com.

For DVD special markets volume orders, contact Marsha Rano at 1-970-669-9443 or email at marsha@grizzlyadams.tv or marsha.rano@comcast.net.

About Upcoming Grizzly Adams Trade Show Participation

Grizzly Adams will be at the *International Christian Visual Media Association (ICVM) Trade Show* from June 22-25, 2010 in St. Louis, Missouri at the Hilton Hotel at St. Louis Airport. (More information about the event available at www.icvm.com.)

Grizzly Adams will also be at the *International Christian Retail Show (ICRS)* from June 27-30, 2010 in St. Louis, Missouri at the America's Center (701 Convention Plaza, St. Louis MO 63101). Grizzly Adams representatives will be at a table in the Family Entertainment Theater Area. (More

information about the event available at www.christianretailshow.com.)

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