

STEREOVISION
ENTERTAINMENT

MAP OF
TEXAS.
compiled from
those made in the Land Office of Texas,
and other sources of Texas.
JAMES A. HARRIS,
of the Land Office.

PRESENTS

SECRETS of the LOST SAN SABAS

IN

3D



SECRETS of the LOST SAN SABAS IN 3D

Is a Stereovision Entertainment
Production

STEREOVISION
ENTERTAINMENT

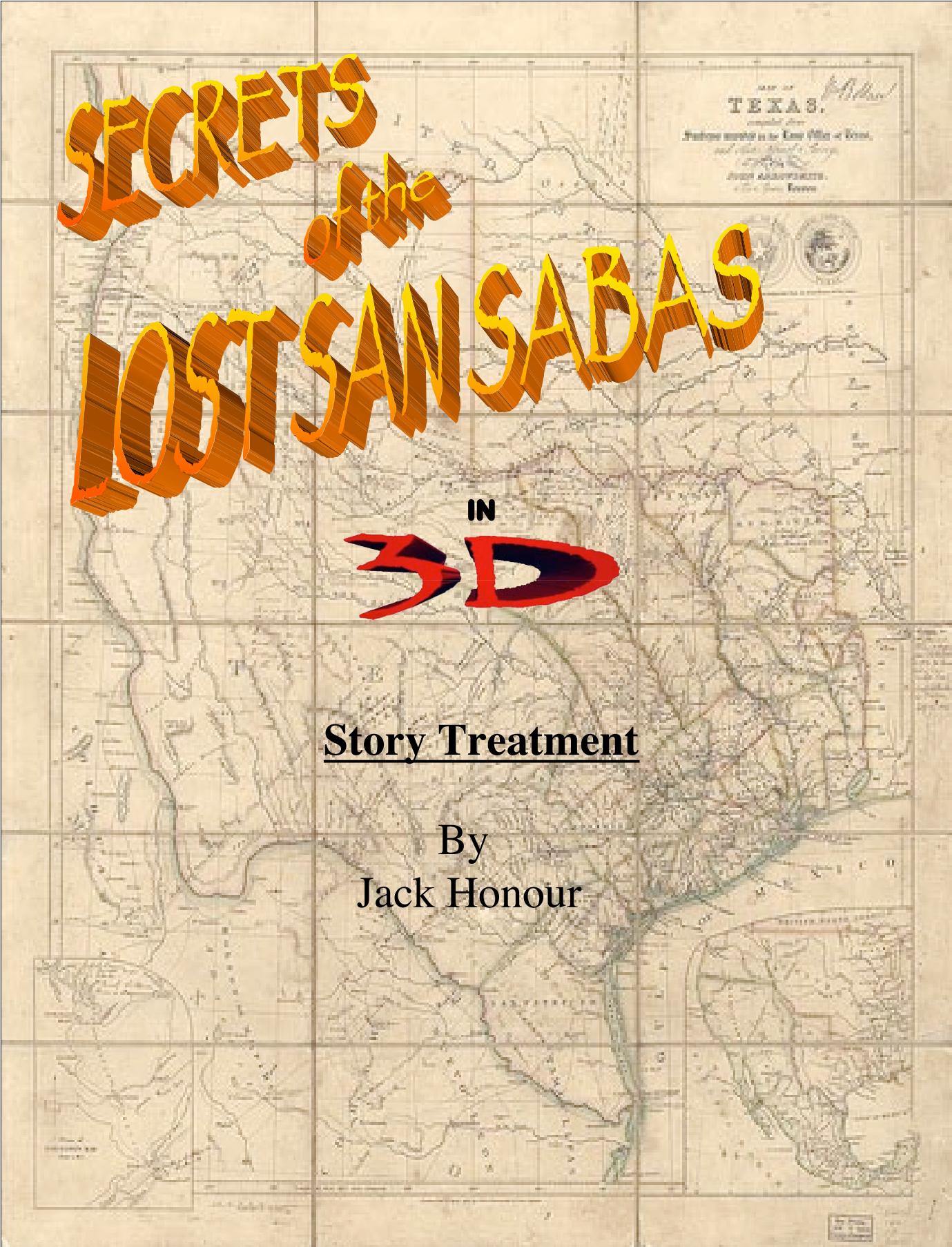
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- Story Treatment
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SECRETS of the LOST SAN SABAS

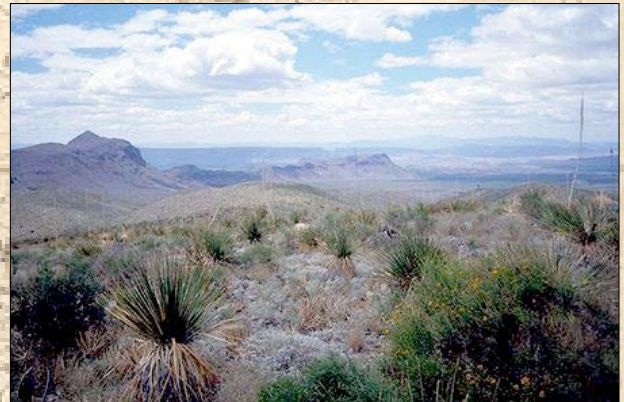
IN
3D

Story Treatment

By
Jack Honour

Present time: A couple of guys are getting ready to unload some expensive excavating equipment from a giant flatbed. It's a hot and dusty West Texas afternoon and they need more hands for the job. They turn around to start unfastening the gear and there's an old Indian scout looking guy (Willie) leaning up against the truck cab. He tells the friendly looking younger guy closest to him, "you'd best tell your boss to leave that load right where it is, turn that truck around, and head straight back to from where ya came." "We're just the laborers, we go where they tell us," says the other guy, an obnoxious loud mouth. The friendly guy looks back to Willie and says, "hey, how about giving us a hand"? But Willie's gone.

The company the guys work for is there to search the old Spanish Army fort and Mission at San Saba. They're looking for the millions in gold and silver hidden there by the Spanish Army and the Spanish Padres after the Spanish defeated the Chanas and Comanche. The fort and the mission were erected at some great expense to the Spanish because San Saba is where the strikes of the legendary Lost San Saba silver and gold mines were made. The Spanish fort was (knowingly) built right on top of the old foundation and walls of an ancient Aztec Temple. The Chanas tribe, that was defeated by the Spanish along with the Comanche in the mid 1700's, was descended from the Aztec Nation.





From the scene with the truck, we fade into a scene where Willie's head, taking up the middle half the theatre screen, starts coming off the screen in 3D, with his hair blowing and his eyes all wild. As his forehead gets right to everyone in the audience's face, it opens up, and everybody in the audience is drawn in to his head by the sights and the sounds of Indian drums and singing and chanting. Inside Willie's head, in a spectacular demonstration of 3D, is an Aztec Indian burial ceremony with music, and chanting, and dancing with torches, and an ascension to the heavens.

In a dreamlike flashback, it's the 1750's again and Willie's sees himself standing there looking over the foundation of the Aztec Temple, before it was a fort, when it was still just Aztec Temple ruins. He remembers arriving there ahead of the Spanish army on his scouting mission, and seeing in his minds eye, the ghostlike sacred Aztec burial ceremony. He remembers being approached by a beautiful woman. (also ghostlike) She says her name is Oxomoco, the Aztec Goddess of the heavens, and the stars. She tells Willie, "go back". "Tell your army to turn around, and go back."

Willie has a major metaphysical moment, then jumps on his horse, and races back to the Spanish General and tells him "there's powerful spirits at work at those Aztec ruins and you might just think about picking another place for your fort". The pompous Spanish General brushes Willie aside. He's in a hurry to return to Madrid, and he'll build wherever he likes. Even on the ruins of the ancient Aztec Temple.

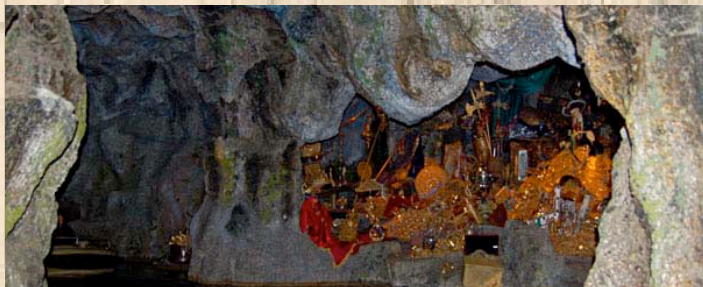
For the next two years, in the gold and silver mines of San Saba, the Spanish General works the Comanche and Chanas Indians that he's enslaved like animals. Willie still, albeit begrudgingly, is signed on as a scout for the Spanish Army. He patrols around the fort for threats from outside forces. But dancing around in his head are the ever present ominous feelings of dread and doom that he's picking up from the forces at work *inside* the fort.



It's been about two years and the General's ready to make his triumphant return to Madrid laden with treasures of the New World. Two nights before his expected departure, Willie's camped on the butte overlooking the fort and Oxomoco appears again. She says to him sternly, "the time has come, you must not go to the fort." For a moment, he's startled, then the recognition begins to come over him and being a natural born ladies man, he surprises her by saying, "nice to see you again, Oxomoco?" (with a kind of cagey little smile on his face.) Now she's a little startled. She's accustomed to mere mortals quivering at the sight of her. He then says "why don't ya come over here a sit with me for a spell? (in a flirty kind of way). She acts offended, and turns away and disappears in a shower of sparkles, but as she turns away, when he can't see, she smiles in an appreciative kind of way. Of course she knows all the tricks. Her husband is the Aztec God, Cipactonal, the crocodile, and master sorcerer. They're the guardians of these Aztec Temple burial grounds.

Willie then jumps up on his horse and takes off for the fort through the shower of sparkles Oxomoro's left behind. He's a good soldier, and a man of his word. He said he'd look out for the fort and those in it, and he meant to.

The General is pissed off because he's been woken up in the middle of the night about this nonsense with ghosts and Goddesses again. Willie's amazed by all the bags of silver and gold stacked against the walls surrounding the General in his quarters. He tells Willie to wait there at the fort, they'll meet in the morning. And the General goes back to bed. Willie can't sleep. There's an evil wind blowing. So he sits outside the mess hall, and waits for the sunrise. He thinks to himself, enjoy the time you wait, it goes the slowest.



His long life was of course filled with many memories. Sitting there he thinks to himself, thankfully mostly good ones. But tonight, one keeps coming back to him clearer than any others with a voice all it's own. About a year earlier, he had befriended the Elder of the Chanas Indian slaves. His name was Mankato. Mankato was a great man. Through sheer will, he kept the hope in his people alive, that one day they'd again be free to roam the plains of their homeland.

When Willie last saw Mankato, he was dying from cholera. Another gift brought to the Chanas by their Spanish conquerors. He said to Willie, "you see all the misery and suffering that's being rained down on my people by this despicable invader. I am beseeching you, you must promise me that you will use all of your power to end the bloodline of this tyrant, and keep our ancestral Aztec artifacts from falling into the hands of these invaders." To Willie, from the looks of it, sitting there in front of the mess hall that night, he figured he was about to die right along side the tyrant that was raining down all this misery on everybody. So he thought, what the heck, if it'll make the old man happy, ok. So he agreed. And Mankato then died.

Willie's still lost in his thoughts as daylight breaks, when the General comes out of his quarters in his suspenders and bellows to Willie, "so what's all this again with the ghosts and Goddesses?" It doesn't look like he's slept too well either. In the after silence of his comment, at the same time, they both begin to almost feel the sound before they hear it. It quickly builds and in the far distance coming over the ridge with the sunrise behind them, comes what at first looks like an army of ants. But then quickly, they begin to grow bigger, and louder, with the terrifying shrieks of savages on a mission of murder, coming straight out of hell.

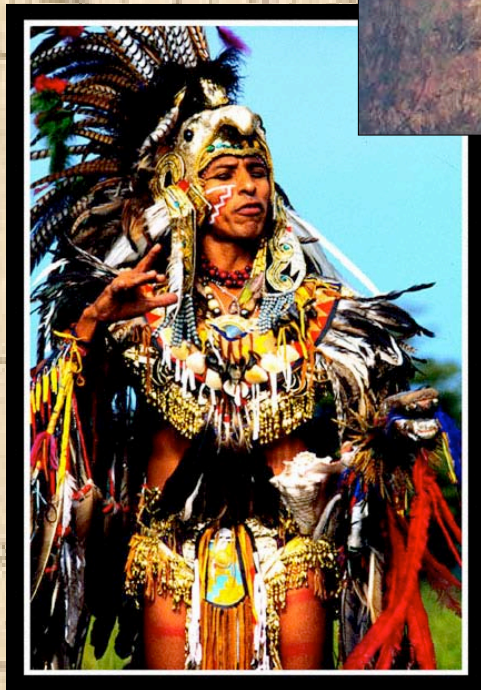
Willie and the General look at each other and at the same time say, "Comanche". They're right. There's thousands of them. With frightful war paint on their faces, and in their most terrifying costumes of war. They've come to free their enslaved brothers, kill the invaders, and take whatever of value that they can get their hands on..

Even protected by their very well armed fort, and the 200 men garrisoned there, the Spanish are overwhelmed by this onslaught. Inside the fort it's bedlam, with the sound of the bugler calling to arms, the explosions and flashes of gun, and cannon fire, and the cavalry and their horses going in every direction. (horses are literally jumping right off the screen into the audience, and as the painted faced savages come off the screen, the audience almost feels as if they're the ones being attacked).



The General has returned to his quarters and calmly finishes putting on his dress uniform. He then looks around at all his treasure, pauses, stares off in to the distance for a moment, smiles, and walks out into the courtyard with all the dignity he can muster. Just as it explodes with savages.

Willie starts up a ladder breaking out his firearms preparing to join the soldiers in the battle when he feels a hand grab him that swings him off his feet. It's Oxomoco, on a translucent Palomino saying, (kind of sarcastically) "you're the chosen one, Willie. (and she kind of shrugs, with a smile) It's in the stars for me to guide you to your destiny". As they fade out riding together on her horse, hundreds of arrows fill the theatre in 3D, amid screams of agony and death and tortured souls, being carried off to hell.

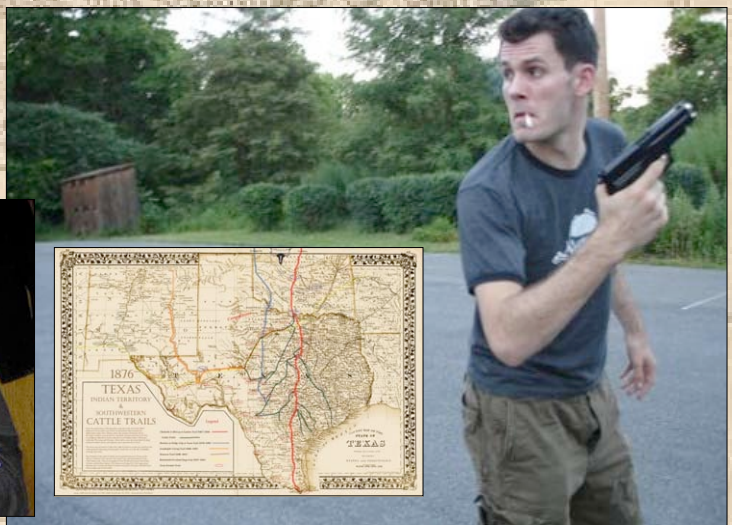
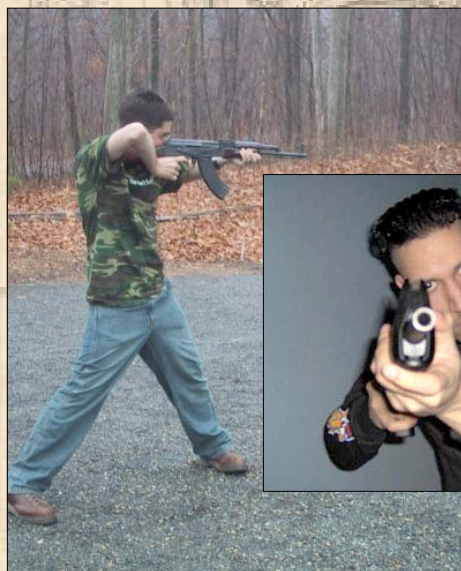


Present time: The obnoxious laborer is bitching so loud about their asshole boss and his not giving them enough help to unload the truck, that he doesn't hear the boss' big SUV roll up, and him get out. "You can always go back to work on the derricks, Daryl" the boss surprises him by saying. "No sir Mr. Sands, I'm just blowing off a little steam", says the obnoxious one. "I'm happy to have a crack at a slice of this treasure."

Mr. Sands then says to the obnoxious one, "the Padre's map says the silver's buried at the bottom of a 30 foot well that's behind the mission about 100 yards in that direction. (and he points) So let's get the grader over there, and start scraping off the topsoil." To the friendly laborer he says, "hook up the metal detector. Legend has it the Padres were trimming the take and they buried the gold and silver that they clipped from the mine around the base of the mission."

About that time a large sedan rolls up with a four big biker looking white guys. They appear to have been drinking, and they're armed to the teeth. They pull up, get out, and approach Mr Sands. Sands nods recognition at them. The friendly laborer then starts telling them about the visit from Willie, and his warning about them going back to from where they came. They all laugh at the friendly laborer, and tease him about being afraid of ghosts. Mr. Sands laughs and tells them, "as you boys know, we're splitting the take with the Church, so we're probably safe. "Of course", he adds, "over the last three hundred years, lot's of folk have tried to make off with the Treasure of the Lost San Sabas, and legend has it, most of 'em came to a violent end." It gets real quiet, and they continue unloading the equipment.

In Mexico City, the last descendant of the Spanish General that was killed in the Comanche raid, pours over the old letters and maps that were recently found in his Grandfathers old desk that had been stored in the basement of Mexico's State Department. His name is Marcial Resendez, he's the Commandante of the Federales in Mexico City. He is the devil incarnate. He takes pleasure in the torturing and murdering of innocent people. He comes from a long line of powerful men in the government. Good men. But Marcial's drug addled, sick and twisted mind has turned his power into something evil. He's the only one left in his family, other than his older, half witted, half brother Mono. His world is empty, so his evil mind is left to conjure up only the devil's worst.



A knock comes at his office door. It's Mono. Mono's a big, good looking friendly, goofy kind of guy. A green eyed blond Spaniard. He opens the door smiling and says, "you wanted to see me?" Marcial says to Mono, "Yes. I want you to go to San Saba, Texas, and reclaim the family's fortune. It was hidden there by our ancestors. I have information that at this moment, there's a treasure hunting company excavating the site at San Saba, where our Great Great Grandfather was murdered, and our family fortune was looted. Their map is genuine. The treasure that's there, like the land that it's buried in, is ours by birthright. Because of my position with the government, I can't be seen to be involved in this. So I have arranged for a group of Latin gang members from San Antonio, to assist you in your recovering of our legacy. They've worked for me many times in the past catching drug runners, and escaped convicts. They're professional and very efficient. You will wait for my call in Kerrville. When the mercenaries secure the fort, you will take them the maps, and go in with them and restore to us what is rightfully ours."

"After you have recovered the treasures, deliver them to the old Mission in Muzquiz, Coahuila. I'll make sure you'll have no trouble crossing the border, and I'll have 50 of my best and most loyal Federale agents waiting there for you. I'll pay them a few pesos and they'll kill all the gang members, so there'll be no witnesses as to where the treasure's come from." (Mono doesn't know he's going to be one of those killed too. He and Marcial share the same mother, but they come from different fathers. Marcial's father adopted Mono, and that makes Marcial loathe him all the more. So he has no plan of cutting in his halfwit half brother)

Marcial then tells Mono, "after you return, I will give you my house in Puerto Vallarta that you love so much, and all the money that you'll ever need to live like a king." Mono's mouth drops open and his eyes bug out, "I can't kill anybody", he says! "Our father was a diplomat and a man of dignity and honor. As was his father. That's our legacy Marcial. Not murder and thievery." "Idiot," Marcial says. "Do you think you can pay for that house that you love so much with the meager droppings of a diplomat's pension?"





In San Antonio the gang members that have been hired by Marcial meet at the gang's clubhouse to plan the raid.

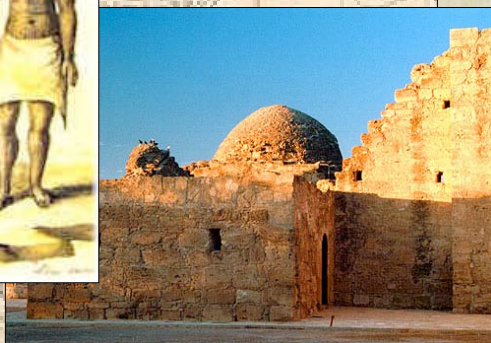
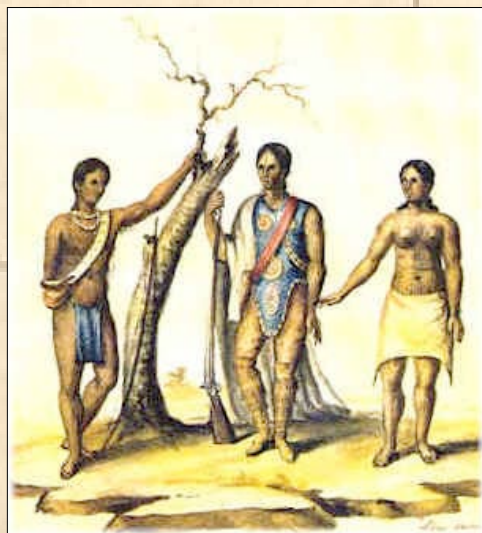
It's an Alamo Heights gang named "The Disciples". It's made up of mostly Latin's and American Indians, and Latin/American Indians. Streetwise Antonio Gomez is the tough and fair leader of the gang. He's a Mexican Mafia refugee. His home town had become ground zero in a cartel drug war that had been going on for years. He and his whole family had made a desperate bid for freedom in the U.S., and they'd landed in San Antonio. His elder and mentor in the Disciples is Samuel Kamas. Samuel's an enormous pure blooded American Indian, raised and taught by the tribal Elders in the mountains of Utah. He's about 6' 6" and as broad as a Redwood, and pretty likable. There are about fifteen Disciples at the meeting.

Most of them true to the cause of their over 500 members. When they'd roll through town on their Harleys, in their leather, with their hair flying, they looked like angels of death from the dark side.

Antonio laid out the story for them. He told them of his meeting with Marcial. Marcial had said that American criminals had bribed a Mexican government official and were given a map to where his Great Great Grandfather had hidden his families fortune. "But" Marcial had told him "the Americans only had the map made by the Padres at the Mission for the loot that they had plundered. He, Marcial, had the map of where his family's fortune was buried. And the Aztecs, in advance of the plundering of the Spanish Conquistadors, had hidden the treasures of the Aztec Nation near the Temple in San Saba. And the Aztec treasure was by far one of the greatest treasures in all the world, and he had the map to that too!

Antonio said Marcial had offered to pay them \$100,000 each and half the treasure. He wanted them to recon the Fort at San Saba, and when the American criminals discovered the Padres treasure, to contact him. His brother Mono will be waiting nearby with the other maps.

They were to then seize the Padres treasure from the Americans, killing them if necessary, recover his family's fortune, and the ancient Aztec treasure, and artifacts, and bring it all to Muzquiz, Coahuila. "He said he'll pay us \$50k each up front, and \$50k and half the treasure when we deliver the goods."



Samuel spoke right up. "It's no more his treasure than it is ours". "Say what?" says Antonio. Samuel goes on, "I'm descended from the Chanas Tribe that roamed these plains freely over 300 years ago." My ancestors were the slaves that the Spanish Army forced to mine the Lost San Sabas. Chanas legend has it that San Saba is where you'll find the entrance to heaven, and, the entrance to hell... It's also legend that the Lost San Sabas is where the Aztecs hid the treasures of the Aztec Empire in the face of the marauding Spanish Conquistadors who were conquering the Americas. Maybe the Fed has the real map. Who knows, but we're doing all the work and taking all the risk, why give him half? I know a lot of my people in the neighborhood that could use the money more than Resendez."

Antonio spoke now. "We're not thieves Samuel, we're mercenaries. And good family men." he commended himself. They had done much good for their neighbors, keeping a close eye on their neighborhood, and almost eliminating crime in their part of town. Making sure all the kids got gifts at Christmas, and there was a mission that served the homeless meals everyday. But it's wasn't all good what they'd done. In their battles with the cartel and other gangs, and in their government work, many innocents had been lost in the crossfire. And of course, everything they did, they did for Money.

Samuel says, "it's not stealing, it's repatriation." " That's what they all say," says Antonio. "Marcial has the maps. If we make a deal. the only way that deal gets broken, is if he breaks it." The vote was unanimous and a plan was hatched to set up a camp on the other side of the ridge from the fort. It was rough country so Samuel called his uncle and arranged horse's for everybody.

Antonio and Samuel set up separate observation posts on the ridges around the fort. Antonio was on watch on a moonless night when he hears a crusty old voice say, "there's no need for all this, son." Startled, he peers into the darkness. "All the treasure in the world won't lead you to the path of true happiness." Antonio whispers harshly, "who is that? Show yourself." Willie appears out of the inky blackness of the night riding a shimmering Appaloosa. "Just remember son, it didn't have to be this way." Antonio chokes out, "who are you?" And Willie answers. "I'm just like you, just a man passing through." Antonio blinks and Willie's gone..

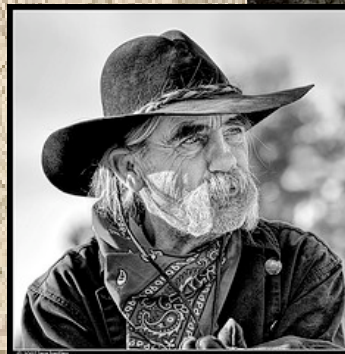
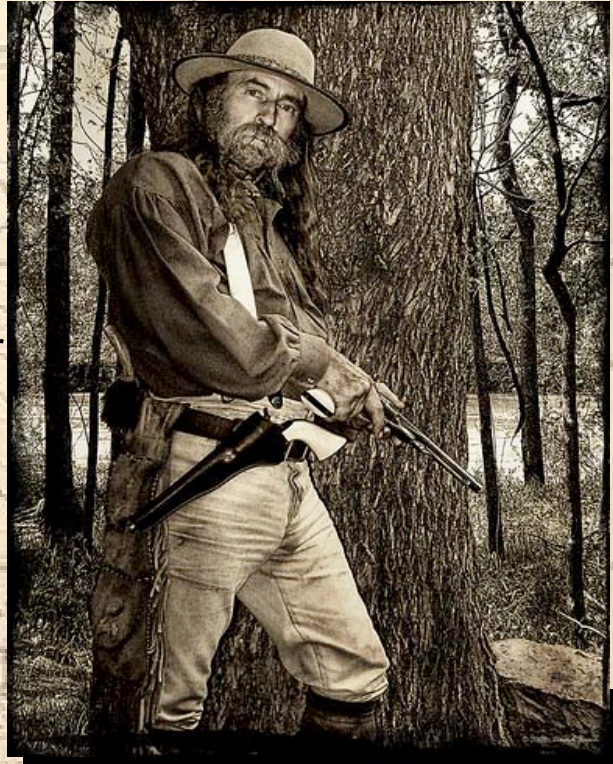
In the fort the Americans are working at a feverish pace. The church has informed them that word of the newly discovered treasure map has leaked out, and that they expect there's some kind of trouble brewing. Along with newest state of the art excavation tools, they'd brought an arsenal of firepower and there were weapons everywhere.

The Disciples were no slouch in the weapons department either. They'd done military contract work for the U.S. government in Central America, so the best weaponry was readily available to them.

After careful calculations, Sands has a router digging through centuries of packed dirt when he starts bringing up wood carvings. They've hit the lid to the well. Four of them scramble down there with shovels, and Sands reminds them in the hushed whisper they've been talking in for the last two days, "keep it down, we can't let anyone hear us now." Unbeknownst to him, Antonio and Samuel have been hearing every word they'd been saying for two days through their sophisticated shotgun mikes. They know all about the dozen bags of gold nuggets the friendly one's dug up around the mission. They actually know more than Sands. The friendly one's told Sands he's found only ten bags. Along with the other 50 bags of gold nuggets found by the biker guys when they demolished the walls of the mission. Now the Americans have discovered the legendary silver in the well too!

Sands and the others dig out the dirt around the cover on the well and pry it off with claw hammers. Then they shine their million candle power beacon down the well and a sparkle more brilliant than they've ever witnessed flashes in their eyes. They've found the silver.

Sands immediately starts, in his hushed whisper, barking out orders and in five hours, the last of the five tons of silver is being loaded on the flatbed. Now over 10,000 pounds of silver is loaded on the flatbed, and 60 fifty pound sacks of gold nuggets are loaded into Sands SUV. They'd come back for the equipment later.



In the moment of silence that hung in the air after everything'd been loaded, at the same time, they all hear the sound of galloping horses, and they swallow hard. They race to get in their trucks but it's too late, the Disciples are upon them. And not with bows and arrows, but with AK 47's and shoulder launch rockets.

The obnoxious one floors the flatbed loaded with silver and aims in straight for Antonio charging in on a giant black stallion. Antonio flips up his AK 47 and sprays the flatbed driver bringing the truck to a dead stop. The four guys in the sedan are racing at Samuel with barrels blazing out of every window. He levels a shoulder launch rocket at them and fires. The sedan, with it's trunk loaded with missiles and ammo, explodes like the grandest fireworks finale you've ever seen. The other heavily armed Disciples swarm in on the SUV, and leads flying everywhere. The Americans treasure hunters aren't prepared for such firepower, and they're quickly wiped out. Unfortunately for the Disciples, Antonio took a kill shot to the head. Fortunes of war. The only American survivor was the friendly laborer who goes unseen scampering over the ridge with his two fifty pound sacks of gold.

When it came time for Mono to deliver the maps, he chickened out. Marcial had expected this and he was waiting nearby in Austin. Marcial had delivered the maps so when the mercenaries attacked, Marcial had been on the ridge, watching through binoculars. When he saw that the Americans were being defeated, he was so anxious to find the Aztec riches that he couldn't contain himself. He shoved Mono into his car and raced down to the fort.

The Disciples had already wrapped a chain around the big boulder that the map said hid the entrance to the Aztec treasure trove. They had it hooked to the SUV and started pulling. Just as Marcial arrives, the boulder comes free, and an entrance to a cave is revealed. Samuel's overcome with the feeling of a molester of all that's sacred, and he freezes. But the rest of the Disciples are infected with gold fever, and their lust for riches, and they pour into the cave.



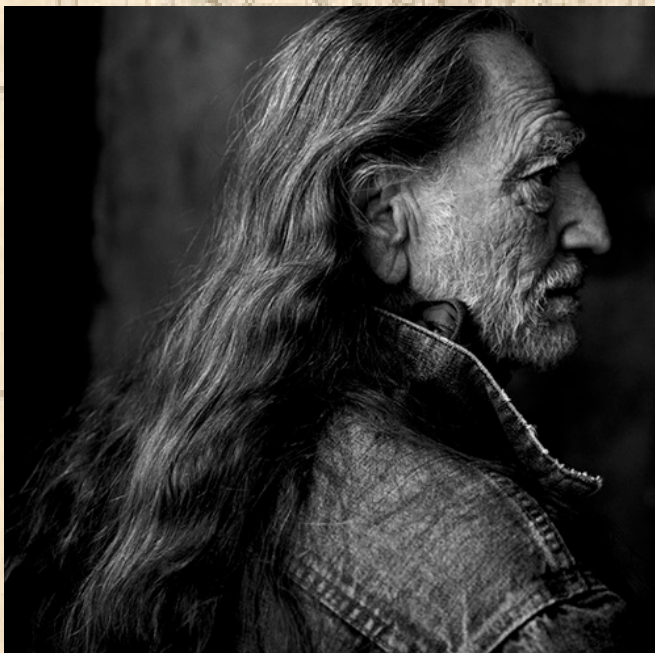
Marcial, afraid he's going to be shortchanged, races to the cave entrance. As he get there, he notices in the shadows, an old Indian guide looking guy standing there. Willie looks at him with a little smiles and says, "your destiny awaits" and gestures towards the cave. Marcial starts to go in but gets suspicious and hesitates. About that time a howling that sounds like it came from the center of the earth comes whooshing up out of the cave and wraps itself around Marcial. It's the Aztec God Cipactonal, Oxomoco's sorcerer husband. And with one quick snap, like the crocodile, he pulls Marcial down into the cave amid the screams of the damned.

Above now, on the mountainside, Willie's standing there with his food on a giant boulder. Oxomoco sits there on her horse stoically. With one push, the boulder crunches off down the mountain causing a small avalanche, and landing squarely in the opening to the cave hiding the Aztec treasures.

As the dust from the gunfire and avalanche clears, Mono and Samuel see each other still standing there. They look at the treasure in the trucks, and then at each other, and at the same time say. "So now what?" "Well" Samuel says "I knows lots of our Indian and Mexican brothers and sisters in San Antonio that would sure appreciate an unexpected gift like this from their ancestors." Mono just nods and jumps in the flatbed and follows the SUV that Samuel's driving, away from the fort, and in the direction of San Antonio.

Together now on their splendid mounts on the mountaintop, Willie and Oxomoco look towards the heavens. Willie says, "been waiting a long time to see you again Oxomoco. You're still as beautiful as ever. You know that husband of yours sure has a red hot temper. Guess it'd be best for me to be moseying on along now." Oxomoco says to him, "Willie you've kept your oath, and you've finally earned your wings. Now I'll be guiding you to your destiny. You'll be happy to know that waiting for you there in eternity, are your Seven Spanish Angels." Willie smiles big, and they then launch their horses simultaneously off the side of the mountain, and vanish into a shower of sparkles that fills the audience.

The End.



Articles of Interest



12 March 2008**Katzenberg: More Movies Coming in 3-D**

Although 3-D movies have been around since the 1950s, DreamWorks Animation chief [Jeffrey Katzenberg](#) described them Tuesday as "nothing less than the greatest innovation that has happened for all of us in the movie business since the advent of color 70 years ago." The difference today, Katzenberg seemed to suggest, is the ability to control the 3-D product using digital technology. He made his comments at ShoWest, the Las Vegas conference of movie exhibitors. Katzenberg also suggested that 3-D movies permit theaters to offer something that is "far superior" to anything available to consumers at home. In an interview with the *Los Angeles Times* following his address, he observed that 3-D would likely add about \$15 million in extra expenses per production but that he expected that amount to be easily recouped as a result of burgeoning attendance and increased prices for tickets

**TOP STORY 'Beowulf' slays competition**

Paramount epic wins box office battle By Pamela McClintock Paramount's epic "Beowulf" wolfed down enough at the domestic box office to take the weekend crown with an estimated \$28.1 million from 3,153 runs. Film marks the widest rollout yet of a digital 3-D film, with 40% of the film's haul coming from only 740 3-D screens. Rest of the gross came from traditional 2-D screens. At the same time, "Beowulf," helmed by Robert Zemeckis, wasn't enough to prevent the Thanksgiving eve frame from being down as much as 30% from last year, when "Happy Feet" and "Casino Royale" led in their debuts with \$41.5 million and \$40.8 million, respectively. Weekend's other two wide entrants were Fox Walden's G-rated family entry "Mr. Magorium's Wonder Emporium" and New Line's "Love in the Time of Cholera." Filmmaker Zach Helm's "Magorium," toplining Natalie Portman, Dustin Hoffman and Justin Bateman, grossed an estimated \$10 million from 3,164 locations, landing it at No. 5, according to Rentrak. "Cholera" couldn't find much of a cure at the box office, grossing \$1.9 million from 852 theaters and putting it at No. 10. Holdovers dominated, with Paramount-DreamWorks Animation taking the No. 2 spot with "Bee Movie." Toon continued to buzz happily, declining 44% to an estimated \$14.3 million from 3,984 runs for a cume of \$93.9 million. Universal's crime drama "American Gangster," directed by Ridley Scott, crossed the \$100 million mark in its third frame, the first film of the fall to do so. Coming in No. 3 for the weekend, Denzel Washington-Russell Crowe starrer declined 45% to an estimated \$13.2 million from 3,110 locations in its third frame for a cume of \$100.9 million. In its second frame, Warner Bros. holiday title "Fred Claus" came in No. 4, declining 35% to \$12 million from 3,603 theaters for a cume of \$35.8 million. Studio also held sneak peaks of Thanksgiving entry "August Rush" at 518 theaters Saturday, reporting that the shows were at 80% capacity. Among limited entries, Paramount Vantage's debut of Nicole Kidman-Jack Black-Jennifer Jason Leigh starrer "Margot at the Wedding," directed by Noah Baumbach, enjoyed the highest per screen average of the weekend. Film grossed an estimated \$82,929 from two theaters in Gotham for a per location average of \$41,464. Expanding strongly in its second frame was the Coen brothers' "No Country for Old Men," distributed domestically by Miramax. Film grossed an estimated \$3 million as it expanded from 28 to 148 theaters for a robust per location average of \$20,932 and a cume of \$4.8 million. Film placed No. 7 overall.

Comin' at Ya

StereoVision jumps into 3-D with low-budget movies

By JOEL RUSSELL

Doug Schwartz has bet his career that 3-D movies will make a comeback in theaters around the country. Schwartz, who made a name for himself as co-creator of TV's "Baywatch," is now chief production officer at Van Nuys-based StereoVision Entertainment Inc. and plans to produce 3-D films with budgets below \$20 million. Last month, StereoVision signed a deal with Capitol Films to distribute its first three titles, starting with a piranha movie that is scheduled to shoot in Puerto Rico later this year, dependent upon the wrapping of the writers' strike.

Behind StereoVision's strategy is the sudden desire of theater owners to provide audiences with a three-dimensional experience. Consumers can't get 3-D at home, and it seems they'll pay a premium – about \$2 extra per ticket – to see a movie in 3-D. So far, Real D, a Beverly Hills company partly financed by Roy Disney, has converted about 1,100 theaters in the U.S. to 3-D, and by 2010 as many as 10,000 sites will have the technology.

Hollywood has responded by producing 3-D blockbusters, including Paramount's "Beowulf," which earned about \$80 million in the format. But the studios can't churn out enough spectacles to fill the 3-D theaters year round, giving StereoVision a chance at some screen time. "You have these big holes in the calendar where the theaters are not showing 3-D movies," said Schwartz. "We are the only company exclusively devoted to the production and distribution of 3-D feature films."

Besides the piranha movie, StereoVision has plans for a 3-D kung fu comedy and a sexy swashbuckling pirate film called "Booty." According to Schwartz, the cost to make a 3-D movie runs about 20 percent higher than a regular film. "The timing is perfect to exploit StereoVision's theatrical 3-D movie model," said Capitol Films Chairman David Bergstein. "There's going to be an exponentially growing demand for theatrical 3-D movie content, and we're happy to work with StereoVision towards their becoming a leading supplier of that content."

StereoVision plans to release its titles in standard 2-D format on DVD and hope the name recognition carries over. The company is developing 3-D video games based on its titles. StereoVision shares trade over the counter.





Heavy hitters bet big on 3-D Plexes to upgrade with top directors

By [PETER DEBRUGE](#)

The future's so bright, you'll have to wear shades -- or polarized lenses, to be precise -- to appreciate the revolution in 3-D filmmaking. Over the years, audiences have been jabbed in the eye often enough to be wary of the faddish, even gimmicky nature of 3-D, compounded in the past by headache-inducing red-blue anaglyph glasses. But this time around, the format is here to stay, say top execs from virtually every studio.

Thanks to advances in digital projection, the picture looks crystal clear and supports, for the first time, the prospect of a wide 3-D release. "I couldn't be more excited about it," says [DreamWorks Animation](#) topper [Jeffrey Katzenberg](#), who recently announced the studio's intention to release every toon in 3-D, beginning with 2009's "Monsters vs. Aliens." "I think it is the single most important transformational innovation that has occurred in the filmmaking business in 60 years, since color," he tells *Variety*. "To have spent all these years here, to see something come along that could literally transform your business and give you new opportunities -- creative, financial, just on every level -- is pretty amazing. It answers a critical issue about piracy and video windows."

Paramount, New Line, Disney, Sony, Warner and Fox all have major 3-D projects in the works. [3ality Digital](#)'s live-action "[U2 3D](#)" wowed auds at Cannes, where the market was buzzing with pitches for stereoscopic projects. And with helmers like [James Cameron](#), [Robert Zemeckis](#), [Steven Spielberg](#), [George Lucas](#), [Peter Jackson](#) and [Robert Rodriguez](#) sold on the format, exhibitors can rest assured that content from the industry's top innovators is on the way.



3-D-ready screens popping out all over

By Carolyn Giardina Aug 16, 2007

The Walt Disney Co.'s October rerelease of "Tim Burton's The Nightmare Before Christmas" in 3-D digital cinema proved a success, playing in 168 theaters and grossing \$8.7 million. It even ran in some venues until New Year's Day. On Oct. 19, Disney again is rereleasing the film, but this year the studio is planning for a four-week run in about 600 theaters

Chuck Viane, president of distribution at Disney. "I would say within 12-18 months the marketplace will take care of itself," he says. "While the initial (3-D) installations are going on, you have to be quite cognizant of what is available to you in 3-D." This shift could mark the arrival of a new stage in the 3-D digital-cinema movement. Big titles are driving installations.

• Says John Fithian, president of the National Association of Theatre Owners: "We are very bullish on 3-D and digital cinema. But filmmakers and distributors have to be realistic about the pace of integration when scheduling their movies for release." This topic caught some attention recently when DreamWorks Animation's 3-D "Monsters vs. Aliens" was scheduled to open May 15, 2009 -- one week shy of Fox's James Cameron-helmed 3-D feature "Avatar." But this is not the only example as 2009 might see about 10 major 3-D digital releases. "I think the biggest challenge is how quickly (2-D) digital cinema is going to roll out, that appears to be on a good track right now," Real D president Joshua Greer says. "As we get closer, I believe release patterns will work themselves out."

• Adds Paramount president of distribution Jim Tharp: "So far (screen count) has not impacted our release date decisions. It would be a huge concern if there were movies coming out (in the same time frame) this year -- then it would not be adequate." In the fall, National Geographic's "Seamasters 3D" and "Lions 3D" are actually expected to open, but according to Real D, these would run during the day. Real D predicts there will be five or six 3-D openings in 2008, including "U2 3D" and "Journey to the Center of the Earth." Predicts Viane: "2009 has more than its share of announced 3-D titles. Then you will see the digital revolution take over. Instead of everybody having one 3-D screen in a building, you will start to see theaters put in two, possibly even three, auditoriums that are 3-D capable. They will be able to hold over successful 3-D while still opening new 3-D. When you hear people like Robert Rodriguez talking about 3-D, they are not pipe dreams; their films are going to be made. (Exhibitors) are going to want to accommodate that product. They aren't going to want to give up those products early."

STEREOVISION
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SECRETS of the LOST SAN SABAS

IN

3D



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