



**FOR IMMEDIATE RELEASE**

**THE WORLD'S FIRST FULLY INTEGRATED 3D PRODUCTION AND PERFORMANCE FACILITY  
GIVES ADVERTISERS AND ENTERTAINMENT CONTENT PRODUCERS GROUNDBREAKING  
ACCESS TO COST-EFFECTIVE AND TURN-KEY STEREOSCOPIC 3D PRODUCTIONS**

*Collaboration from Stageside Productions, 3D Pioneers Sabella Dern Entertainment and Video  
Equipment Rentals Creates Revolutionary Access to Leading-Edge 3D Production at  
Austin City Limits Live at The Moody Theater*

Austin, TX and Los Angeles, CA – July 18, 2012 – Stageside Productions, [ACL Live's](#) full service, in-house production company has partnered with [Sabella Dern \(SD\) Entertainment](#) and [Video Equipment Rentals](#) (VER) to launch the nation's first permanent stereoscopic 3D production studio. This revolutionary collaboration will bring stereoscopic 3D acquisition and broadcast technologies to advertisers, sporting events, concerts, sitcoms and more, positioning ACL Live as the transformative backdrop for content-producers looking to showcase brands through this dynamic, and now accessible, cutting-edge 3D technology. The award-winning ACL Live, which recently played host to Bruce Springsteen and Jay-Z during the 2012 SXSW Conference, is a 2750 capacity performance and production facility that converts into a 10,000 square foot state-of-the-art sound stage and stereoscopic 3D/2D production facility.

"The bottom line... there is no other permanent facility with the combination of amazing performance space, limitless camera positions, state of the art sound & lighting that we have here at ACL Live," said Freddy Fletcher, Venue Partner and Executive Producer at Stageside Productions. "Now through this 3D partnership with SD Entertainment and VER, we can share our combined expertise for live events, commercial productions, independent projects, global brand initiatives and everything in between; all with greatly reduced costs for high def 2D and 3D production."

"3D video content and technology are headed for a revolution across all platforms," said Jonathan Dern, CEO of SD Entertainment. "Not only are sales of 3D TVs up a monstrous 245 percent, with more than 7 million sold in the first quarter of 2012 alone, but the next generation will be glasses-free 3D. This groundbreaking advancement will also rule the mobile entertainment industry, with smart phones, laptops and tablets all set to feature leading-edge glasses-free display screens and advanced 3D capabilities beginning next year. Putting unparalleled picture quality and 3D into consumers' hands for the first time... This will absolutely be a game changer for advertisers and content creators around the globe."

Dern continued, "We are extremely excited to help demystify the emerging field of digital stereoscopic content production for advertisers and content producers, while partnering with them to create striking 3D content with an enormous wow factor."

"We know that audiences who have seen 3D sports, concerts, and other events want more of their entertainment to be in 3D," said Wayne Miller of SD Entertainment. "The 3D capability at ACL Live is going to enable producers to feed people's increasing demand for high quality 3D entertainment on any number of screens. With meaningful new advances in glasses-free 3D, more than 300 million handheld 3D devices are expected by 2015, and with the explosion of dedicated 3D channels across multiple platforms, the scope of distribution is broader than ever. Advertisers and content creators have an enormous opportunity to differentiate themselves from competitors. With the preeminence of 3D, audiences are expecting to be engaged, and with the intimate layout of the ACL Live venue, we have the ideal setting to produce content giving audiences the most engaging 3D experience."

Aaron Latham-James, VER's Director of 3D, added, "We believe 3D is an important aspect of the production landscape and are proud to be a part of the world's first turn-key fully integrated live 3D production facility. With VER's world class 3D technology support, this is going to significantly lower the barrier to cost-effective live multi-camera stereoscopic production to forward-thinking companies who can now utilize ACL Live as the backdrop for any type of 3D production. With our state of the art technology, 3D production expertise and the phenomenal space that is provided by ACL Live, we look forward to working with partners to realize their brands and content in 3D."

"Austin continues to be at the forefront of innovation, film and music. It's ranked as one of America's top cities to visit and do business," commented Bob Lander, president and CEO of the Austin Convention & Visitors Bureau. "ACL Live at The Moody Theater is the nation's first permanent stereoscopic 3D and HD production venue – yet another indication that Austin is on the cutting edge of new technology."

**To book an upcoming 3D Production at ACL Live Contact**

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**Austin City Limits Live at The Moody Theater:**

Winner of 2011 Pollstar Award: "Best New Major Concert Venue" *Austin City Limits* Live at The Moody Theater (ACL Live) is a state-of-the-art, 2,750-person capacity live music venue that hosts approximately 100 concerts a year. It serves as the new home for the taping of the acclaimed KLRU-TV produced PBS series, *Austin City Limits*, the longest running music series in American television history. ACL Live is nestled next to the W Austin Hotel & Residences, which are both located within Block 21, the first mixed-occupancy building of its type in the world to be LEED certified. LEED is a mark of excellence developed by the U.S. Green Building Council acknowledging measurable performance attributes that benefit human and environmental health. ACL Live is the premier destination in Austin for live performances as well as numerous special and private events.

**About Stageside Productions:**

Stageside Productions is a full-service, in-house production company. The High Definition broadcast, multi-bit rate live streaming equipment infrastructure and personnel allows the unprecedented ability to create broadcast quality content for Television, live streaming, DVDs, Video on Demand and digital distribution. In addition to filming and streaming live concerts, Stageside Productions produces content for music, advertising, and film projects using Austin City Limits Live as a sound stage and a broadcast outlet.

**About VER:**

Video Equipment Rentals – VER is the one of world's largest equipment rental company supplying the AV, broadcast and production markets for over 26 years with state of the art technology in 3D, HD, Audio, Video, Lighting, and Creative LED Display for events and shows. VER provides a broad range of production and creative solutions in digital cinematography, 3D, indoor/outdoor LED Display and lighting. Our extensive inventory includes a full line of products including: High-definition and Digital Cinema Cameras, lenses and accessories, Multi-camera systems, custom fly packs, projectors, VTRs, fiber, audio and more.

VER is committed to the rapidly growing market demands for providing the latest technology in professional and creative equipment to support any live or taped productions. Headquartered in the Los Angeles area, with 25 offices across the US, Canada and Europe, VER can provide equipment to anywhere in the world. All equipment is backed by our 24/7 technical support with experienced engineer specialists to assist you every step of the way. For a complete list of equipment, visit our website: [www.verrents.com](http://www.verrents.com)

**About SD Entertainment:**

Sabella Dern Entertainment is a property development studio specializing in producing and distributing branded 3D entertainment that connects with audiences and consumers on every screen. SD has produced television series and movies with an extensive roster of global IP holders and partners, including Hasbro, HIT Entertainment, American Greetings, MGA, Skechers, Hallmark and Chorion. SD recently produced "Bob the Builder in 3D/4D" for Legolands worldwide, and the PBS series, "Angelina Ballerina." SD and its principals founded the innovative digital distribution company, The Bigger Picture and its family theatrical matinee program, Kidtoon Films, releasing more than 200 alternative content events and indie films in five years, as well as the first ever LIVE 3D cinecasts with the BCS College Championship Game and the NBA All Star Saturday Night in 2009, the NCAA Men's Semi-Finals and Finals games and the FIFA World Cup Final in 2010, and the Ultimate Fighting Championship in February 2012. In partnership with award-winning 3D producer/director Wayne Miller, SD executive produced the ground-breaking 3D capture of eighty hours of content from 5 live music festivals (Mile High, All Points West, Lollapalooza, ACL and the Phish Halloween show), culminating in the theatrical release of "Larger Than Life 3D" (Dave Matthews Band, Ben Harper and Gogol Bordello) and "Phish 3D." The team also produced and distributed the "Foo Fighters "Wasting Light" LIVE 3D performance from the band's private recording studio to 3D theatres around the world.

For more information visit [www.sdentertainment.com](http://www.sdentertainment.com)

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