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First Ever Student 3D Film Festival Announces Winners at Campus MovieFest International Grand Finale in Hollywood

A first of its kind, 'CMF 3D', backed by Panasonic 3D Technology and the International 3D Society, Delivered 3D Tools and Education to Student Filmmakers

Hollywood, CA, June 27, 2011- Campus MovieFest (CMF), the world's largest student film festival, in partnership with Panasonic and the International 3D Society (I3DS), completed the first CMF 3D Film Festival during the Campus MovieFest International Grand Finale events in Hollywood from June 23-26. The winners of CMF 3D were awarded at a red carpet grand finale in the Steven J. Ross Theater on the Warner Bros Studios lot on June 25.

In partnership with the International 3D Society (I3DS) and Panasonic, the competition debuted in January 2011, offering CMF's top filmmakers (its Distinguished Filmmakers Network) the opportunity to submit treatments for short 3D films. CMF selected approximately 50 student filmmaking teams, providing them with the latest Panasonic 3D consumer camcorders, the HDC-SDT750, and Panasonic VIERA® Full HD 3D GT-Series televisions, and training to shoot and edit their five-minute 3D films.

"We were blown away by the level of talent and creativity showcased by our students using Panasonic 3D technology to tell their stories on the big screen" said David Roemer, Co-Founder of Campus MovieFest. "We're constantly amazed by the imagination and talent our student filmmakers possess, and we were honored to work with the International 3D Society to award cash scholarships and training to our participants."

"Panasonic is thrilled to work with Campus MovieFest and have our 3D camcorders in the hands of talented student filmmakers whose 3D films presented during the festival looked professionally-produced," said Christopher Rice, Senior Product Manager, Imaging, Panasonic Consumer Electronics Company. "As the adoption of 3D televisions continues, we expect that not just filmmakers, but also consumers, will want to create their own 3D content and the results of the 3D CMF film festival exemplify the power of Panasonic's 3D total solution."

To further student enthusiasm and creativity for making 3D films, Campus MovieFest and Panasonic are proud to offer Campus MovieFest community special access to Panasonic consumer electronics products including 3D products, such as the camcorders used to shoot the winning 3D films. Starting on Monday, June 27, visitors to www.campusmoviefest.com can take advantage of exclusivesavings by clicking on the PanasonicDirect logo to start shopping and saving. Jim Chabin, president of the Society, added "the 3D Society supports 3D education as our core mission. Our valuable partnership with Campus MovieFest allows us to support college campuses across the US and Mexico."

A panel of International 3D Society 3D professionals judged all submissions, with the winners including:

Winner: "PICTURE OF THE STORM: TUSCALOOSA, AL" - Xavier Burgin, from The University of Alabama, said, "At first, I was going to do an actual narrative for CMF 3D. Unfortunately, the tornado (in Tuscaloosa, Alabama) hit, derailing my chances to begin the film I planned. Afterwards, I spoke with Aaron Azpiazu (CMF, Special Projects manager) about the storm and everything that happened. I knew the event was something that needed to be documented so this spurred me to let this be the subject of my 3D film."

Runner-Up: "TRUST NO ONE" - Matthew Lincoln, from New York University - "This was my first time working in stereo, and I absolutely loved it. I'm a big fan of foreground objects and the 3D medium really helps push those shots to another level."

As part of the International Grand Finale weekend, student 3D filmmakers attended 3D University sessions presented by industry leaders such as Buzz Hays, Chairman of the Society and Executive Stereoscopic 3D Producer, 3D Sony Technology Center, Sony Corporation of America; Christopher Rice, Senior Product Manager, Imaging, Panasonic Consumer Electronics Company; John Nicolard, Head of Digital Production, Fotokem Digital; and Keith Melton, CEO, Infinity Filmworks, Inc., Phil "Captain 3D" McNally, Stereoscopic Supervisor, DreamWorks Animation (DWA) provided by I3DS to continue the students' education in this ground-breaking technology.

The International 3D Society awarded the winning film, "Portrait of the Storm: Tuscaloosa, AL" with a \$5,000 scholarship.

More information about CMF 3D can be found online at [www.campusmoviefest.com](#), and more information about the 2011 International Grand Finale can be found online at www.campusmoviefest.com/igf

About Campus MovieFest:

CMF began ten years ago when four students at Emory University provided fellow students with everything they needed to make movies in one week. Since then, nearly 500,000 students have told their stories on the big screen, receiving all the necessary technology and training for free thanks to corporate partners and schools. Past winners have walked away with over \$2 million in prizes and seen their films on the big screens at CMF events nationwide, at the prestigious Cannes Film Festival Short Film Corner, and on millions of smaller screens - including AT&T mobile devices, in-flight on Virgin America, and online. For more information about Campus MovieFest or to see the best CMF movies, visit <http://www.campusmoviefest.com>.

About Panasonic Consumer Electronics Company

Based in Secaucus, N.J., Panasonic Consumer Electronics Company (PCEC), a market and technology leader in High Definition television, is a Division of Panasonic Corporation of North America, the principal North American subsidiary of Panasonic Corporation (NYSE: PC) and the hub of Panasonic's U.S. marketing, sales, service and R&D operations. Panasonic is a world leader in 3D technology offering end-to-end 3D solutions for consumers and professionals ranging from award-winning Full HD 3D HDTVs, Blu-ray Disc players, and 3D camcorder and digital camera products through professional products for 3D acquisition, display and content production. Information about Panasonic and its products is available at www.panasonic.com and its Full HD 3D site at www.panasonic.com/3D. Panasonic is pledged to practice prudent, sustainable use of the earth's natural resources and protect our environment through the company's Eco Ideas programs. Information about Panasonic Eco Ideas initiatives is available at http://panasonic.net/green_innovation. Additional company information for journalists is also available at www.panasonic.com/pressroom.

About International 3D Society:

The International 3D Society is a community of professionals dedicated to the advancement of the art and sciences of stereoscopic 3D technologies and content through education, hands on demonstration and celebration. For more information please visit:

www.international3dsociety.com

Editor's Note

All films, including winning films, can be viewed at www.campusmoviefest.com

Please visit www.campusmoviefest.com/igf/press for film stills, press kits and much more.

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