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3D is the future, says Dreamworks' CEO

Will invest \$30 million a year in it

by Katie Scott published on 12 March 2008

Dreamworks has announced that it will be ploughing \$30m dollars a year into 3D technology as it hopes to get the edge over rival Pixar.

"Clearly I'm putting my money where my mouth is and the company's bet on it", said CEO Katzenberg in an interview with Reuters.

Katzenberg said that he plans to make all of Dreamworks' future films in 3D. The company's latest animated movie, *Monsters vs. Aliens*, will open in the US in March 2009 and be shown in 3D where available.

But Dreamworks isn't blazing the trail here, Disney-Pixar's *Toy Story 3*, and *Avatar* from James Cameron are due to be in cinemas soon all offering the movie-goer a 3D experience.

Is it all a gimmick? Not according to DreamWorks, with Katzenberg saying all they want to do is "immerse moviegoers into the world of the story".

The news comes on the back of other 3D announcements in the industry. BBC has recently trailed filming in 3D at the Six Nations, and Samsung has recently unveiled a new television on sale in the UK with 3D capabilities, as long as you've got a special pair of glasses.

