

## **PRESS RELEASE FOR IMMEDIATE RELEASE**

**Exhibition:** RabbitHoles® 3D Motion Holograms

**Dates:** August 13th to September 10th, 2008

**VIP & Press Opening:** August 12th, 7:30pm to Midnight

**Gallery Hours:** 10am- 6pm Monday through Friday; appointments upon request.

**Gallery Location:** 1015 North Caheunga Ave. Hollywood, CA 91106 -- 323.466.6663

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### **3D Art Comes to Life in RabbitHoles 3D Motion Holograms**

Can a flat surface show an image in 3D? Can a print on the wall show 10-seconds of animation?

Yes, and yes. RabbitHoles® 3D Motion Holograms can do both at the same time! Whether content is CGI or digital video, this marvelous new technology displays 3D and moving imagery on a 2D surface...and, you get to leave your 3D glasses at home. RabbitHoles are produced by a patented printer system that is revolutionizing the way people see 3D; they are something you must see to believe! ([www.rabbitholes.com](http://www.rabbitholes.com))

On August 13th, ten renowned entertainment industry artists will unveil limited edition RabbitHoles at the Grand Opening of Gnomon Gallery in Hollywood. ([www.gnomongallery.com](http://www.gnomongallery.com)) Gnomon Inc. is famous for its school, workshops and DVD series which train esteemed computer-graphics artists for the entertainment industry in particular. On August 12<sup>th</sup>, Gnomon, Pixologic, and RabbitHoles Media will host a V.I.P. Event. The gallery show runs through September 10th.

Artists Alex Alvarez, Fred Bastide, Pascal Blanche, Kris Costa, Jeremy Engleman, Meats Meier, Laurent Pierlot, Aaron Sims, Scott Spencer, and Taron have work with all major movie studios as well as Pixar, Dreamworks, LucasFilm, Stan Winston Studios, and Gentle Giant, on projects including *Avatar*, *The Incredible Hulk*, *The Chronicles of Narnia: Prince Caspian*, *Iron Man*, *Pan's Labyrinth*, and *Monster vs. Aliens*. They are also linked to videogame and entertainment software companies such as Ubisoft, Blur, Pixologic (Zbrush), Softimage, and Alias/Autodesk (Maya), and have received countless awards and accolades from industry magazines, journals, and web forums.

These behind-the-scenes stars are finally in the spotlight at the Gnomon Gallery, which is dedicated to showcasing the talent of entertainment industry artists. The artists are choosing RabbitHoles because they are pioneers of 3D and they are elated by the idea that they can now print their 3D artwork, in 3D!

The gallery opening is intentionally concurrent with SIGGRAPH 2008, the world's premiere entertainment technology conference, being held at the LA Convention Center, August 11<sup>th</sup> through August 15<sup>th</sup>. RabbitHoles prints of Meats Meier's icon "Animation Mother" character are being used to promote the Computer Animation Festival (hosted by Pixar, Sony Imageworks, and LucasFilm) at the LA Convention Center and Nokia Theater; they are also serving as awards for the festival winners.

In addition to artists, RabbitHoles are being utilized commercially by high-profile entertainment and advertising companies, with clients including Disney, Paramount, Six Flags Theme Parks, SIGGRAPH, Audi, Puma, and Bombardier. RabbitHoles are produced on patented RGB pulse-laser printers exclusively by RabbitHoles Media at their print-production facility in Gatineau, Quebec. RabbitHoles Media also has offices in Hollywood, CA.