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Katzenberg avoids 'Clash' with Warners

Inside Jeffrey Katzenberg's 3D talk at NAB

By DAVID S. COHEN

DreamWorks Animation topper Jeffrey Katzenberg raised some eyebrows at the NAB Show in Las Vegas by declining to repeat his criticism of Warner Bros. or "Clash of the Titans."

Asked by a member of the audience about problems with "Clash" Katzenberg said I'm going to shock you take a pass on that. I don't think it's for me to comment on other people's (films). I want to move on and say that broadcasters, moviemakers, we have a huge opportunity in front of us, maybe the best opportunity we've seen in decades."

Katzenberg instead was optimistic during some 40 minutes onstage taking questions from David Wertheimer, executive director of the Entertainment Technology Center at U.S.C.

He even took a sunny view of the suddenly-controversial practice of converting 2D movies to 3D, which he said holds promise for converting library titles for 3D homevideo.

Noting that the tools for creating stereoscopic 3D animation have improved rapidly, he said "That's going to happen on conversion. Right now it's just beginning to see big capital investments. So now it's in the most rudimentary stage. It's going to change very very quickly. I'm actually pretty optimistic that 12, 18, 24 months from right now there will be a quality process."

DreamWorks Animation is going back to put its older titles into 3D, but Katzenberg made clear that that's not conversion in the usual sense. DWA is re-opening the original digital assets, rendering the second eye and, where necessary, re-creating effects to make them work in 3D.

He predicted that the Consumer Electronics Show 2011 will feature glasses-free "autostereo" 3D handheld devices and cell phones, with small TVs following in 507 years. "In 10-15 years I think you get to autostereo, w/o glasses, in a movie theater, on a billboard. Dimensionality is here. It is no longer a gimmick. It is going to be a very important part of how we human beings consume all sorts of information and data. It will be through the roof, and quick."

Variety's David S. Cohen tweeted live from Jeffrey Katzenberg's 3D talk at NAB today. Check out the transcript below:

