

News Release  
29 March, 2011

Pico House Co., Ltd.

**Pico House presents “Easy3D BDJ”, a BD-J authoring/editing software that automatically allocates registered graphics on a disc in accordance with 3D video materials when producing ‘Blu-ray 3D’ standard discs.**

Pico House Co., Ltd. (headquarters: Shinjuku-ku, Tokyo; representative director: Takanobu Sato; hereinafter referred to as Pico House), a company that plans, develops, produces and sells digital contents will launch “Easy3D BDJ” at the end of May. This is a BD-J (Blu-ray Disc Java) authoring/editing software that enables allocation of registered graphics on a disc in accordance with video materials when producing ‘Blu-ray 3D’ standard discs using automatic parallax control and automatic tracking functions.

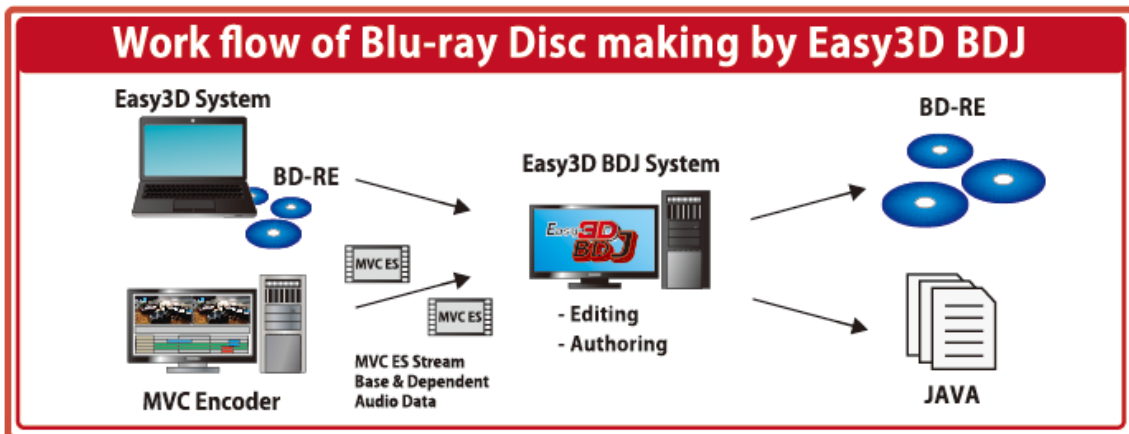
Before its launch, “Easy3D BDJ” will be announced internationally at the NAB (National Association of Broadcasters) Show 2011 held in Las Vegas, USA from 11<sup>th</sup> April (Mon) to 14<sup>th</sup> April (Thurs).

When producers of stereoscopic 3D contents use “Easy3D BDJ”, they can freely allocate graphics that have stereoscopic 3D effects in edited video data and therefore they can produce more highly visual effects in full HD 3D images and Blu-ray discs recorded with 3D promotion images.

“Easy3D BDJ” is an authoring/writing system that automatically generate BD-J modules compatible with ‘Blu-ray 3D’ standards and that produces Blu-ray discs that can play full HD 3D. Video data that can be input into “Easy3D BDJ” is data that has been created with a related Pico House product, “Easy3D”, on a Blu-ray disc or stereoscopic 3D video streams created with a ‘Blu-ray 3D’ standard compatible MVC encoder.

Graphics created with Adobe Photoshop are imported and, using Drag & Drop on the video preview screen, these graphics are registered and it is possible to automatically allocate them in accordance with the depth of objects in the video. The system detects the movement of specific designated objects in the video and automatically tracks such things as depth.

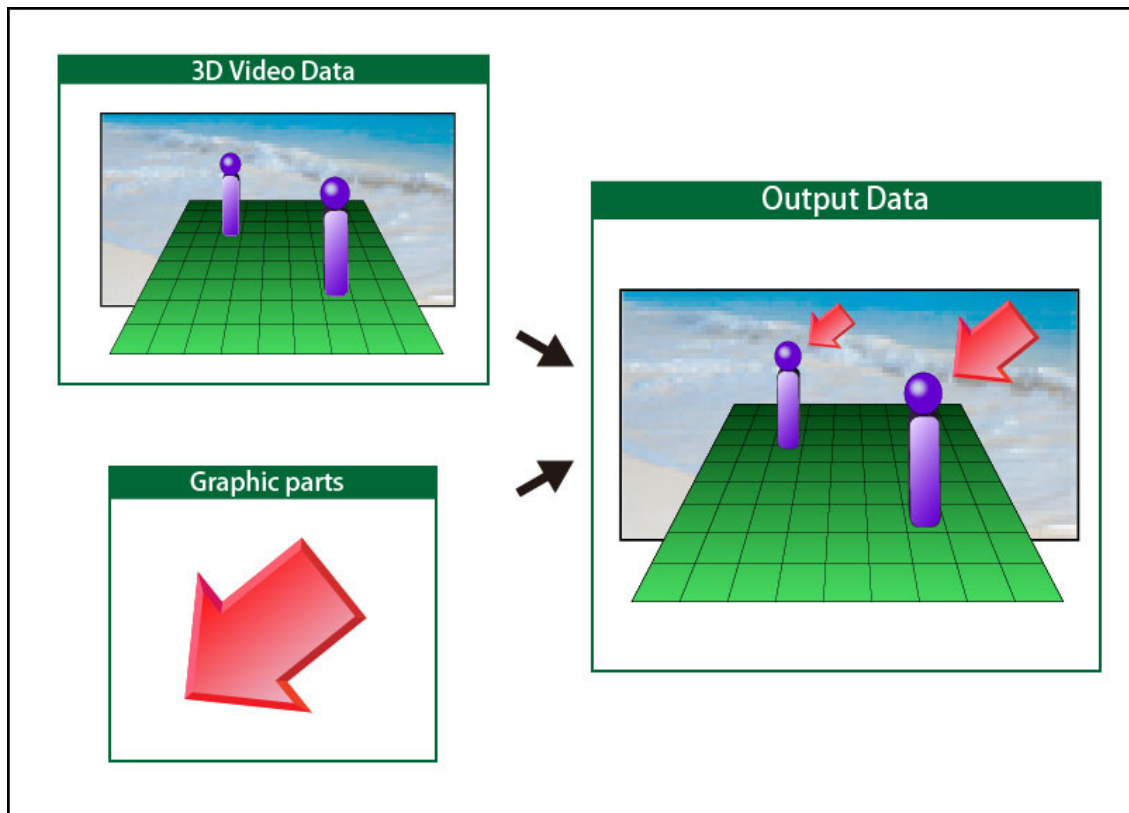
In addition to the possibility of writing the data created onto BD-RE discs, it is possible to output usable BD-J modules with authoring software from other companies as an option.



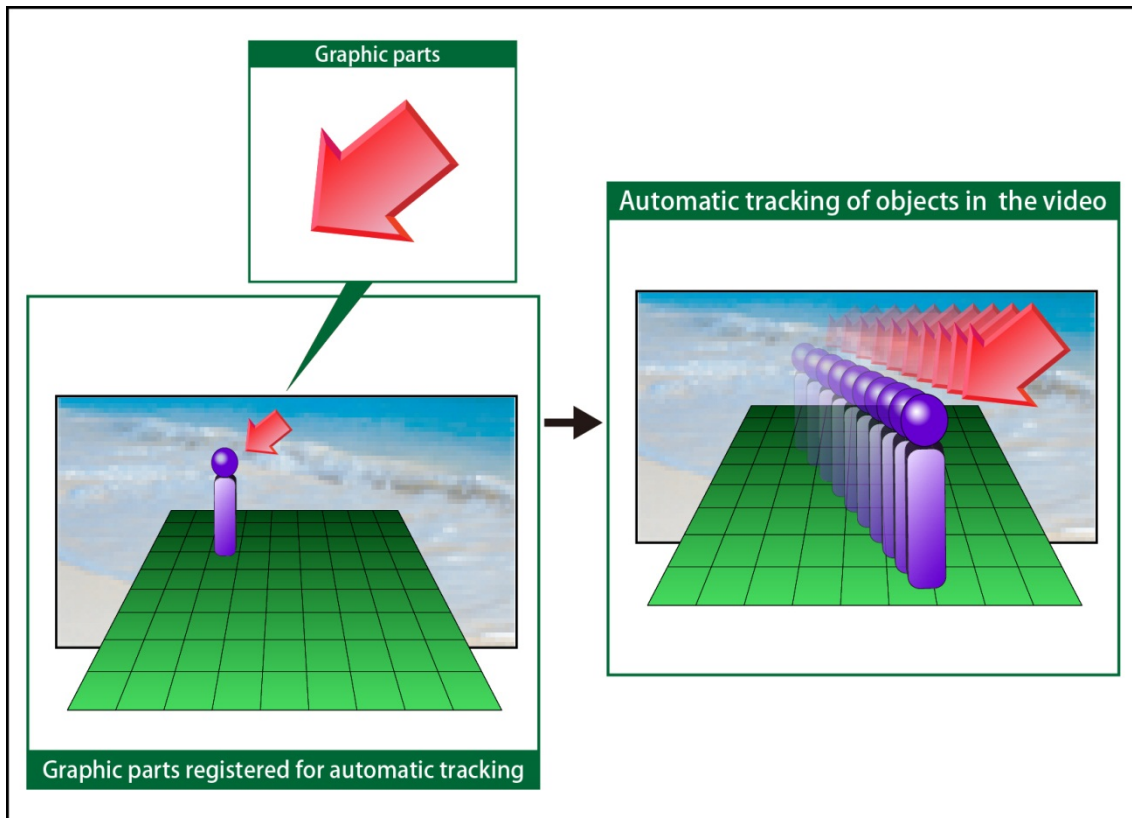
**【Main Features of Easy3D BDJ】**

**1. Intelligent 3D video data editing function**

We provide a function that analyzes left and right eye full HD video data that is loaded and automatically allocates graphics created with Adobe Photoshop in accordance with the depth of objects in the video (This function is called "Automatic Parallax Control"). Further, we provide an "Automatic tracking" function that detects the movement of designated objects in the video in accordance with such things as depth.



Conceptual diagram of "Automatic parallax control"



Conceptual diagram of “Automatic Tracking”

## 2. 3D disc menu/slideshow editing function

It is possible to import graphics such as buttons created for each layer using Adobe Photoshop and, with a free layout including depth, to edit the stereoscopic 3D disc menu screen. In addition, we provide a function that creates slideshows by importing 2D still image files (JPEG, PNG files) or 3D still images files (MPO files).

## 3. Automatic BD-J module generation that can display stereoscopic 3D and export function

As the intelligent editing function and the disc menu/slideshow editing function automatically generate BD-J modules that can display stereoscopic 3D that will be displayed when playing the disc, you can produce discs even if you have no knowledge of ‘Blu-ray 3D’ standards or no Java programming skills. Further, by adding the optional BD-J module export function, it is possible to output generated BD-J modules that can be used with Blu-ray authoring software from other companies.

**【Development background】**

Pico House began selling “Easy3D”, an authoring/writing system that imports video data recorded on memory cards in ‘AVCHD’ format and creates Blu-ray discs that can play full HD 3D with only a few simple operations in combination with the launch of the Panasonic integrated twin-lens HD 3D camcorder ‘AG-3DA1’, in October, 2010. In addition, we commenced ‘Blu-ray 3D’ standard BD-ROM authoring and pressing services in October, 2010.

Through the above activities, we have accumulated know-how concerning the authoring of full HD 3D images and we have received many requests for 3D authoring from customers. “Easy3D BDJ” incorporates this knowledge and these requests to the maximum and provides more highly visual effects in full HD 3D contents authoring environment.

**【Exhibit at NAB Show 2011】**

Before its launch, “Easy3D BDJ” will be exhibited at the NAB (National Association of Broadcasters) Show 2011 held in Las Vegas, USA.

Dates	: 11 <sup>th</sup> April (Mon) – 14 <sup>th</sup> April (Thurs), 2011
Venue	: Las Vegas Convention Center (Las Vegas, Nevada, USA)
Booth Name	: 3D Pavilion
Booth No.	: C10514B1 (Central Hall)

**【About Pico House Co., Ltd.】**

Pico House was the Image/Music Production Department of SHINCHOSHA Publishing Co., Ltd., established as a company in 1987 and, up until now, has provided services and technology sought by customers in the fields of digital contents planning, development, production and sales.

We began disc media authoring in 1994 with video CDs and in 1996, we began the world’s first DVD authoring service independent of hardware makers. From 2006, we began our Blu-ray authoring service and in 2009, we took on disc authoring and pressing compatible with video delivery services using BD-LIVE functions. In 2010, we launched “Easy 3D”, an authoring/writing system that produces Blu-ray discs that can play full HD 3D with only a few simple operations based on the output data from a Panasonic integrated twin-lens HD 3D camcorder ‘AG-3DA1’. Through initiatives such as these, we have achieved high levels of customer satisfaction and many results that other companies have not been able achieve.

**【Enquiries about products or sales】**

Norikazu Sato / Hiroshi Mizuno, Development Department

Pico House Co., Ltd.

Email: [easy3d@pico-house.co.jp](mailto:easy3d@pico-house.co.jp) Tel: +81-3-3266-8855 / Fax: +81-3-3266-8871

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