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PRESSBOOK

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Live 3D Cinema, TDTHD & INTERNET
10 de Junio June, 10 2011

Retransmisión en **DIRECTO**
Broadcast



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“5”: LIVE 3D CINEMA, TDT & INTERNET CONCERT

WHAT IS 5?

For the first time ever in international media coverage, there is going to be a live broadcast in 5.1 real audio and revolutionary 3D stereoscopy. A large team of technicians, scenography designers, lighting crews, engineers, media experts and TV producers are working together in this non-profitable experience, held in Zaragoza, Spain, on June 10th at 10pm. It will take place at The Water Tower, one of the most distinguished venues of the International Exhibition District of Zaragoza. Legendary Hip Hop band *Violadores del Verso* will be generously taking part, mixing rhythms and rimes in their last concert of their successful *Vivir para Contarlo Spain* tour.



WHY CALL IT 5 ?

This striking event has been thoughtfully named after the codename Project 5. It holds different meanings for every person involved. This name evokes five years of hard work and technical preparations. Also, it celebrates five years of successful media workshops taught in Aragón, for students from all over Spain. Furthermore, 2011 marks the 5th anniversary of public mass media launching in the region of Aragón, with a public TV and radio service. And finally, this is a toast to millions of fans and followers of *Violadores del Verso*. The band members are MCs Kase-O, Lírico, Hate (AKA Maestro Sho Hai) and DJ R de Rumba. They are four rap performers who consider their audience as parts of themselves. “They make the fifth band member”, said one of them.



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WHAT IS 5 AIMING FOR?

Project 5 aims to show the real possibilities of broadcasting live events in stereoscopic 3D simultaneously -Digital TV, Internet and movie theatres. Hence, this is a pioneering experience to make 3D broadcasting a regular way of watching moving images, one step beyond sport events or dull High Definition classical music concerts. As a matter of fact, Project 5 will be a test of what the future of Digital TV would be. This will be called DVB T2, standardise as the most certain substitute for DTV which is in actual use.



WHO IS WORKING ON 5?

A wide range of highly experience professionals and well known media communication companies are involved in this thrilling project. Naturally, many private firms of high technology and services are also taking part in this unique show, such as Medialuso and Kronomav, with their 3D capture expertise. The Aragón Institute of Technology, University of Zaragoza, Madrid Polytechnic University, Radio and TV Corporation of Aragón CARTV, Aragón Telecom, Television Autónoma of Aragón and Catalonia TV3, Zaragoza City Council, and Institute for Employment INAEM. Private associates are Abertis Telecom, HISPASAT, Christie, Sony, Academy Award Winners AC Simulation, 3+D P. Aragüés, Arstic, BEN-RI ELECTRONICA, COOLUX, Estudio MASS, IRITEC, EGATEL, AIRLAND, Architécnica, Grupo Pasarela Audiovisual, Saneamientos Marín, Casanova, Entropy, Overon, Zarafilms, Roche, Plataforma DIGITEA, Alea Comunicación, Rapsolo, ExpoEmpresarial, CAI, Veridika. Other private investors are also actively participating in this unique, very special event.



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WHO ELSE CAN PARTICIPATE?

- **MEDIA.** Firstly, we do give the rights to broadcast this event to any given national or international network or TV channel around the world, as well as digital cinemas and web sites all over the Internet with live online streaming links. We are seeking a company to show this event in Spanish and Latin American cinema theatres.
- **CORPORATIONS.** We are also eager to hear from any willing private sponsor interested in taking part in this production. The names of the sponsors will be on the acknowledgement credits and they will have freedom on how to use and market this music & technology event to their own benefit. We are still looking for different ways to spread the event and we want to listen to your ideas. Something big is under-planned to happen in the surroundings of the concert. Check our website or contact us for more information.
- **PEOPLE.** There will be an online contest in order to find 1200 lucky winners with the exclusive privilege of viewing the gig at the stage venue. Besides, 50 higher education students will be awarded with a chance to participate as production assistants in this enriching experience.

HOW CAN 5 BE WATCHED?

There will be several broadcasting ways for this concert. A signal will be provided via *HISPASAT* Satellite, "size by size" 3D Ready format -this is independently from other viewing needs for cinema screenings that we will be providing under demand. Usually, Spanish home viewers have SENSIO 3D Processor in their devices, since the South Africa World Cup 3D experience. Stereo Sound is transmitted in AC3, but this real true experiment will make use of the DOLBY E codec in order to receive 5.1 Live audio, which does give the feeling of being present in front of the stage. The signal arrives encrypted, but it won't be DCI, something our technicians are working on. If the event happens to be broadcast over upcoming 3D TV channels, we do have the means to cater a more than proper 3D signal of the production. Do not hesitate to contact us for further information cmartin@aragontelecom.es

www.3d5.tv cinco@cartv.es



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WHERE IS 5 TAKING PLACE?

Project 5 will take place at the Torre del Agua -Water Tower, in Zaragoza, Spain. This is an emblematic venue erected specifically for the 2008 *International Exhibition*, designed by award winner Spanish architect Enrique de Teresa. A breathtaking steel and glass tower, 74 meters tall and 10.400 meters volume, in a giant water drop shape. The stage will be right in the middle of the inner foyer, hanging from the seventh floor, while there will be audience scattered around the 23 spiral floors of this immense building. There will be a spot for press conferences and VIP guests on the ground floor.



Internet website www.3d5.tv will be constantly updated with relevant information for both fans and professionals involved.

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Live 3D Cinema, TDTHD & INTERNET **10 de Junio** June, 10 2011



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WHEN IS 5 HAPPENING?

Friday June 10th 2011, at 22.00 GMT, from Spain. Live! Do take into account local time in north and South America -at least six hours in advance. Time in some European countries may also vary due to their location.

PAYING HOMAGE TO 5 ART ACES

Project 5 pays tribute to a series of five Spanish artists highly relevant to World film and music history. These shining lights will be present though the mise en scene of the concert, through resources and breathtaking projections during the show. Historic film director Luis Buñuel, will be deeply remembered on stage. In fact, the event will be visually arranged around some of his artistic trademarks, such as Calanda Drums, or his films *Un Chien Andalou* -*Un Perro Andaluz*, using some of his most iconic, surreal and shocking images. Also in this homage there will be a touch of Zaragoza born and Spanish first film maker Eduardo Jimeno Correas, and silent filmmaker Segundo de Chomón, contemporary rival to Meliès in his moving image techniques. Other deceased masters will be taken into account, such as mainstream film director Florian Rey, tycoon of black and white film industry back in 1920s. Last but no least, Carlos Saura, Aragon born film maker and photographer. His productions have always been based in the use of light and music, early introducer of Digital cinema in Spanish art craft.

Once again, five is the number of popular music figures reflecting the eclectic Aragón artistic framework we are remembering with this show. World known Héroes del Silencio, Enrique Bunbury, Amaral, Radio Futura & Juan Perro, José Antonio Labordeta -and our hosts *Violadores del Verso*, are all gifted artists who set the northern Spanish province of Aragón on the map.



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BACK TO THE MOVIES IN 3D!

Digital Image and specially 3D is helping music and film industry to face the end of a critical decade in the business. The capability of being able to share media contents over great distances at the highest quality give exhibitors and creators a chance to develop new working possibilities. From WEB TV to 3D cinema, live opera broadcastings, mass sports events, video games or rock music concerts, it is all a new beginning.

Audiences are ready to go back to theatres even though having to pay higher fees, as far as they get a rewarding yet spectacular experience. Hence, any given technology from now on is focus on adding an extra value to the viewing experience. In our case, being closer to the real image and true life through living image is the aim of our Research and Development teams. Digital 3D cinema is a good example of this revolution. Along with new media networks, there is a light at the end of the tunnel for the industry.

Home television devices have taken the place cinema from the early time of colour cinema. Facing the disappearance of audiences from theatres, the industry came up with new ways of attracting people to silver screens -Cinerama, Cinemascope and finally Panavision, looking for the perfect cinematic experience. A new way of portraying colours such as Technicolor technique was followed by the use of Stereophonic sound. Television was small again. Going to the movies was back in fashion.

Digital image, 16:9 aspect ratio, High Definition HD, HI-Fi stereo sound,... is now what home users expect from any given LED or LCD device -along a decent screen size. Technology evolves but contents does not. It seems we are back in the same crisis of the industry lived back in the 60s. Therefore it is time for the industry to strike back, giving that extra thrill it has always had on its side. James Cameron's science fiction epic Avatar has democratized the use of 3D cinema over World audiences. 3D films are cool again! Yet, the use of thick glasses is still rather uncomfortable. Next obvious step is an adaptation of these devices at home, taking into account the social aspects of television, as we learnt with last year's World Cup in South Africa broadcasts - plus the advantage of real 5.1 sound and music right in the warmth of your sofa.



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VIVIR PARA CONTARLO, ALIVE AND KICKING!

Project 5 is intended as a live broadcast from Zaragoza's Water Tower, in 3D cinematic format -stereoscopic, and multilayer audio -also known 5.1 or 7.1 where available. This broadcast will be launched through Satellite signal to all cinema theatres around the world, and parallel broadcast or simulcast in HD Spanish TV stations, including all national TV members of the FORTA association. There will be an extra streaming for experimental 3D online stations, as well as a documentary recording of the event.

This is intended as an experiment in media communications research. So far, there has been sports events and bullfighting shows in live 3D in Spanish television. However, complex entertainment events such as pop music concerts or drama plays have only been achieved as pre-recorded productions. Latest examples are Bunbury music video like production, as well as an Alejandro Sanz rock concert, and a drama play recorded in 3D.



Now, a mixed group of professionals is working from Aragón in order to achieve this very first live 3D broadcast of hip hop band *Violadores del Verso*. This project is called 5, as a tribute to this band's unconditional fans and followers. This quartet consider their audiences as their fifth invisible member. This is a symbolic number, also related to the last five years work in Aragonese mass-media, and five intense years of research and development in media studies and technology. In fact, this whole exciting project marks the opening of a Media Research Centre at the Walqa Technology Park and a National Centre for the Study of media and sound.

Vivir para contarlo is the name of *Violadores del Verso*'s freshest record. Translated into English roughly means "Lucky to be alive". And precisely that is the feeling behind this fantastic event. Audiences will be able to watch this unique show getting so involved in the sights and sounds that would almost be like being face to face with their favourite artists -even being thousands of miles away from the actual stage. A chance in a life time. A cinematic 3D celebration. Something to remember and tell future generations "I was there, I was part of "5".



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5 MEANS COOPERATION AND INNOVATION

Project 5 is also a reflection of a cultural and technological flow which is very present in the life and work of music and multimedia artists and creators all over Aragón. It will take more than 200 people working together in a non profitable project, with the only aim of showing off the long term success of Aragón's multimedia industry.

In order to achieve it, rap stars *Violadores del Verso* have been asked for help as the leaders of the up-growing elite of Spanish speaking Hip Hop movement. They are unique, brave, young, crowd magnet, Spanish attitude holders, humble and proud of their origins. Not coincidentally, their last road Tour throughout South America was named "Defensores" translated "Advocates" in reference to an old episode of a siege in their home town Zaragoza back in 1800s. They were then honoured the title of Favourite Citizens of their home town Zaragoza by the city's mayor.

Project 5 is being developed by volunteers working under a strong network of public institutions and private companies from different business areas. The production funds are coming from public grants, private social investment, and dozens of volunteers working for the love of the arts -that means, they are not being paid for the job. Their final reward will be taking part in this unique, once in a life time media event.





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SOME BACKGROUND FACTS & FIGS

Back in 2005 Zaragoza hosted the first TEA International Digital HDTV and Cinema Congress. Originally set in 2004 in Barcelona, the TEA Congress was born as the corner stone of Multimedia Technology in Spain for the upcoming future years. Digital Terrestrial Television was taking shape, and HD TV and film production was taking over in the whole country. This Congress was the framework to test TDT High Definition broadcasts, on screen and via Satellite and Internet. As part of this avant garde experiment, Aragón Television was the first TV channel in Spain to broadcast TDT in both HD and Panoramic 16:9. Suddenly, Aragón TV and Radio Corporation CARTV became head of a newly created HDTV association, followed by other Spanish regions such as Asturias, Cataluña, Baleares, Murcia and Valencia -later by Madrid, Extremadura and Andalucía.



Yet, other TEA achievements include events such as "Hdhelp!" meeting, "Radio y Red" project, "Los Oficios del Cine" or hands on film making courses, seminars and even a Masters Degree, teaching and helping young technicians on new digital media tools. Furthermore, we are actively collaborating in new research and education projects, CTA, CETVi or the Fleta Arts Multimedia and Theatre Centre. Also we have created a web site which is point of reference in Spanish Science and media technology called *En paralelo* www.digitea.com along a strong formative 4 year coursework program called *Aragón Audiovisual*. All these landmarks make our way to a bright new future, along the big success of Aragón media, CARTV Corporation work and publicly founded company ARAGON TELECOM, with the synergy of a Media information plan, along the Education, Culture & Sports Department of Aragón Regional Government.

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TECHNICAL CHALLENGES

The word immersive does not fully describe Project 5 experience.

The main part of the show will take place on a huge flying platform. There will be cameras tracking, steadycams, Scorpio cranes... A futuristic set design will contribute to the 3D effect of the show. Special photography and digital lighting will amaze audiences. All these things will be happening in real time and working simultaneously. Live broadcast.

A recently assembled 3D TV mobile unit is ready for the show. It is built inside a huge trailer with separate production and direction units, live sound engineering, camera control sets, and communication links. Cameras are to be attached on special rails or 3D RIGS, since every lens have to capture a double image, one for each eye. Along this mobile unit, there will be a control room unit for real time paralleling of each double camera, for the obvious movement and change of perspective of every single shot framing.

The show will have a stunning 3D digital audiovisual opening, as big the show itself. Active 3D glasses will be needed in order to audiences to watch it in theatres in Spain or home TV screens. We are also working on having a cinema set up outside the concert for audiences to watch the show.

Sound design is another challenge set by this project. Making use of the widely open space where the concert takes place, sound will be captured in an ascending 360 degrees, rather than the usual two-way frontal stage way. This sound experience will be truly absorbing, through a smart sound distribution all over the building. Other technical aspects of the show deal with 5.1 audio control units, lighting and set design.

A good deal of extras or fans will be placed in strategic spots of the building, in order to enhance the very special architecture of the building. These guests will take part in the production, under the supervision of the show directors. The visual idea we are working on tries to depart from the old Italian front line show, as we aim for a more multi viewing experience. However all these working lines are still under development due to the very special nature of a 3D shooting and broadcast.



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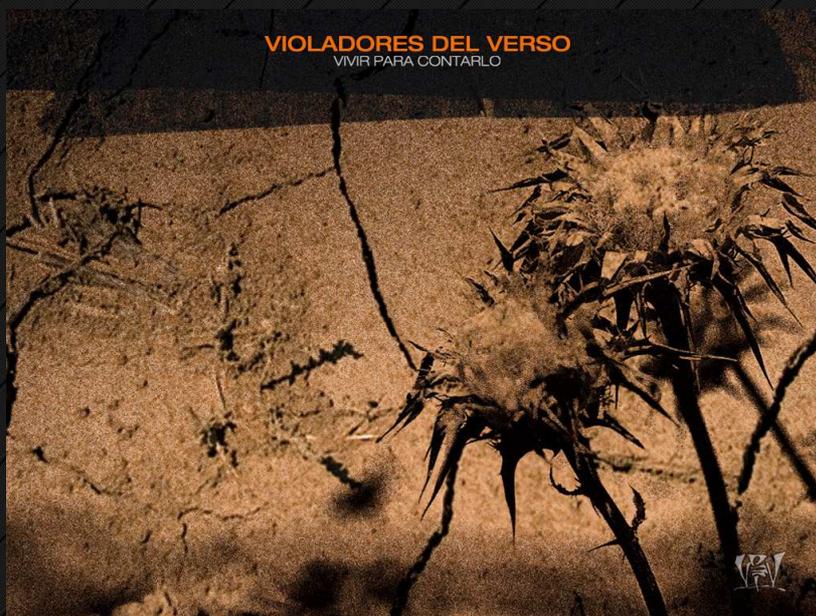
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STARRING: VIOLADORES DEL VERSO

Check them out in YouTube, social networks or in our website. Millions of viewings. Hundreds of thousands of records sold. One solid career built from the bottom. From zero to international street heroes.

Their first record was called *Violadores del Verso* and came out in 1998. It only had 6 songs. The members of the band at this time were Kase, O, and R de Rumba, featuring Hate and Lírico in two of the songs

1999 was the year when they released their first LP as a quartet. A record called *Genios*. Somehow, they were way forward in the Spanish Hip Hop scene. They even featured the work of American musician Jeru The Damaja.



Song two of this record *Máximo Exponente* became a well known tune and a first music video was made. In 2001 they produced two new records under the artistic name *Doble V*. First came *Atrás*, with three new songs. A new music video was made with one of those songs. Also that year they mixed their first album with a second in a final work called *Mierda*, creating the LP *Violadores Del Verso + Kase.O Mierda*. Another hit that same year, LP *Vicios y Virtudes*, gave them a respectful position as the most relevant Spanish rap band. They were more than big now, and their third music video was made.

Due to a copyright incident with a well known whisky brand, they had to change their name back to *Violadores del Verso*. In year 2002, they came out with a new EP, titled *Tú eres alguien/Bombo Clap*, with two new songs. *La ciudad nunca duerme* was a mix of songs from a live concert given at



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Aqualung Madrid. This record was sold along a DVD from that gig. And once again they got an achievement becoming the first hip hop band in Spain to release a DVD of their shows.

Four years later, in 2006, they launched *Vivir para contarlo/Haciendo lo nuestro*, as part of an upcoming LP called *Vivir para contarlo*. It soon became a best seller, top of the play lists, selling out with over 18,000 units, reaching top of the charts for many weeks in that year.

Their third LP, *Vivir para contarlo*, out November 2nd 2006, was recorded and produced in Rap Solo Studios by R de Rumba, later completed in New York at the Master Disk studios by Senior mastering engineer Tony Dawsey. Over 60,000 records were sold, becoming National Gold Disc Award in only six days. It also won the best hip hop album award at the Spanish XI Music Awards. They were awarded with MTV Best Spanish Act at the European MTV Awards, back in November 1st 2007 in Munich, Germany.

Their tours in South America are always full house.

In 2008 book publishers *Zona de Obras* released the book *Los hijos secretos del funk. Conversaciones con Violadores del Verso*, based on conversations and interviews with the band members.

