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## NEWS RELEASE

**FOR IMMEDIATE RELEASE**  
Michelle Miller 1-970-690-7302

# **Grizzly Adams to Release 3-D Shroud Docudrama In U.S. and European Theaters for Easter 2010**

*Legendary Film Producer Teams with PassmoreLab  
To Release 3-D Version of The Fabric of Time*

**Loveland, CO**—The internationally acclaimed docudrama, *The Fabric of Time*, which examines physical evidence of the resurrection of Jesus Christ, is currently being re-mastered in 3-D, according to Charles E. Sellier, founder and CEO of Grizzly Adams® Productions. San Diego-based PassmoreLab, a state-of-the-art multi-media production studio that specializes in 2D to 3D content conversion, will ready the docudrama for an April 2010 release.

European theatrical release of the film is timed to coincide with the first public viewing in more than a decade of the Shroud of Turin, believed by millions of Christians to be the burial cloth of Jesus. According to the Vatican, the Shroud will be on display in the royal chapel of the Cathedral of Saint John the Baptist in Turin, Italy, for thirty-five days, from April 10<sup>th</sup> to May 15<sup>th</sup>, 2010. Previous public viewings of the Shroud has occurred in 1933, 1978, 1998 and 2000.

"Our original film included a few minutes of old fashioned 3-D," explains Sellier. "The three dimensional holographic image scientists have developed of the likeness of a man that appears on the Shroud has always been integral to our narrative."

"Frankly, it was a little frustrating," notes David Balsiger, Grizzly Adams senior producer. "We used twenty-first century science as sophisticated as quantum physics to develop the latest three dimensional presentation of this ancient artifact, but we were limited to 3-D video technology that had been virtually unchanged since the 1950's to communicate this achievement. This time around, converting this entire film with our 3-D partner, PassmoreLab, should greatly improve the audience's experience and understanding."

Adds Sellier, "We're taking a film that received numerous film industry and audience awards and we're making it an even more immersive, enlightening, and engaging experience."

### **The Shroud of Turin and 3- D**

The Shroud is a piece of ancient linen 14 feet 3 inches long by 3 feet 7 inches wide. Its bloodstained surface is emblazoned with a negative image of the undistorted front and back sides of a man who appears to have been severely beaten and crucified. For nearly two thousand years, Christians have

believed Christ's body was wrapped in the Shroud when He was placed in a borrowed tomb in Jerusalem nearly 2000 years ago. The image of Jesus, it is believed, was projected onto the cloth as He rose from the dead.

Using laser technology, a team of Dutch scientists converted two-dimensional photographic negatives of the image on the Shroud to a three-dimensional, anatomically accurate hologram of the crucified man. His face and body are clearly revealed. On each eye, there is a coin identifiable as Pontius Pilate widow's mite coins minted in 29 A.D. The holographic image will be able to be viewed in remarkable clarity in 3-D with the new PassmoreLab version of the documentary.

### **The Future of 3- D**

Included in an April 2, 2009, *USA Today* article about the future of 3-D movies is the statement that: "Among industry professionals, there's little debating the advantage of 3-D and the digital movie experience." The article goes on to explain that the 3-D films of today are vastly superior to the gimmicky trend in the 1950s that produced B-movies with titles like *Gorilla at Large* and *Cat Women of the Moon*.

"3-D entertainment products are the future in movie theaters and home television sets," observes Grizzly Adams' Sellier.

Greg Passmore, President of the company that bears his name, observes, "3-D has finally overcome the technical hurdles of the past. Gone are the days of colored glasses, headaches, and ugly imagery. Today's 3-D experience, whether in a theater or in front of a 3-D TV, is crisp, clean, realistic, and enjoyable."

The Japanese currently broadcast television programming in 3-D. In the United States, television sets equipped to receive 3-D transmissions and DVDs have been available since 2008. Currently, 2,000 of the nation's 39,000 movie screens have 3-D projectors.

"As movie theaters upgrade their equipment, they are installing digital projectors that can exhibit 3-D movies," adds Balsiger. "At Grizzly Adams, we're ahead of the curve among independent producers in providing 3-D products for these systems."

### **Film Release Schedule**

Release date for the 3-D edition of *The Fabric of Time* will coincide with Easter, 2010, which will be observed globally on April 4<sup>th</sup>. Trends Theatrical Distribution will handle distribution throughout Europe. U.S. and other international distribution agreements have not yet been announced. Grizzly Adams will handle all television broadcast and DVD licensing.

### **Three Decades of Grizzly Adams**

Grizzly Adams Productions, named after its long-running NBC Network TV series *The Life and Times of Grizzly Adams*, produces network "Sweeps" TV specials and series for the Ion Network (formerly the PAX-TV Network) and major cable channels. During the past 30 years, Grizzly Adams has produced more than 1000 family friendly TV specials and series for NBC, CBS, PAX, Discovery, Syfy Channel, The Learning Channel, and other networks. Eleven of the company's theatrical films are still among the top 100 all-time independent grossing films (non-studio), with six of those releases ranking in the top 25.

### **About PassmoreLab**

Passmorelab, the "World's Largest 3D Content Provider", is a San Diego-based multi-media production studio that specializes in 3D production and 2D to 3D content conversion. The studio custom-designs and builds its own RED camera 3D rigs for both conventional and rugged film productions, shooting everything from feature films, television and science documentaries, to underwater diving, extreme sports and cave exploration. State-of-the-art facilities include a full 3D production studio, video/film post-production, optical development lab, and a software development environment. Production includes 2D, 3D, high dynamic range time lapse, stereoscopic microscopy and cutting- edge simulation technologies for real time

SFX. Passmorelab's proprietary technology for 2D to 3D video and film conversion is unmatched in the industry, in both turnaround times and conversion costs. PassmoreLab has additional offices in Russia and the Philippines. For more information, visit [www.passmorelab.com](http://www.passmorelab.com), or contact Steve Glum at 1-858-200-5813 or email [steve@passmorelab.com](mailto:steve@passmorelab.com).

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### **About Contacting Grizzly Adams® Productions**

For quotes or to interview Grizzly Adams® Productions' principal producers, contact Michelle Miller at 1-970-690-7302, or email [michelle@grizzlyadams.tv](mailto:michelle@grizzlyadams.tv). For program TV/DVD licensing, contact David W. Balsiger at 1-970-663-3820 [Office/dwbalsiger@ultrasys.net](mailto:Office/dwbalsiger@ultrasys.net) or Denise Lucas, senior rights consultant at 1-970-412-5950 or email [denise@grizzlyadams.tv](mailto:denise@grizzlyadams.tv) (Skype: grizzlyadamslicensing). For more information on GAP's library of 600 TV specials/DVD programs, visit [www.grizzlyadams.com](http://www.grizzlyadams.com).

### **About Ordering Grizzly Adams® DVD Products**

Consumer direct orders may be placed online at [www.grizzlyadams.com](http://www.grizzlyadams.com) or by calling 1-800-503-3497.

Secular retailers can acquire *The Fabric of Time* and numerous other DVD program titles, from Grizzly Adams Family Entertainment (GAFE) through Lynn Stewart at (509) 951-0421 or email [lynn@grizzlyadams.tv](mailto:lynn@grizzlyadams.tv). Or visit [www.grizzlyadams.com](http://www.grizzlyadams.com).

Religious retailers in the USA may order the Christian version of *The Fabric of Time*—entitled *The Case for Christ's Resurrection*—as well as many other faith-based titles through Anchor Distributors at 1-724-334-7000 or 1-800-444-4484 or visit [www.anchor distributors.com](http://www.anchor distributors.com). In Canada, retailers may acquire Grizzly Adams DVD titles through CMC Distribution—David Cook Distribution Canada at 1-905-641-0631 or visit [www.yourmusiczone.com](http://www.yourmusiczone.com) or from IAM Distribution at 1-519-309-0211 or visit [www.iamdistribution.ca](http://www.iamdistribution.ca).

For DVD special markets volume orders, contact Marsha Rano toll free at 1-877-669-9443 or email [marsha@grizzlyadams.tv](mailto:marsha@grizzlyadams.tv).

**Website:** <http://www.grizzlyadams.com>

#### **Grizzly Adams® Productions**

##### **David W. Balsiger**

*Senior Producer*

*Grizzly Adams Vice-President*

Email: [dwbalsiger@ultrasys.net](mailto:dwbalsiger@ultrasys.net)

Phone: 1-970-663-3820

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#### **Grizzly Adams® Productions**

##### **Michelle Miller**

*Executive Assistant*

Email: [michelle@grizzlyadams.tv](mailto:michelle@grizzlyadams.tv)

Phone: 1-970-690-7302